

Brand Protection & Online Visibility Assessment

Business Naming & Online Store Strategy Report

 Prepared for:

Rain Drops by Poornima

Natural & Homemade Products

Proprietor: Poornima

Karnataka

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Executive Summary

Rain Drop is a natural and homemade products business proprietored by **Poornima**, with the FSL (Food Safety Laboratory) certificate issued in the proprietor's name. The current business name, while pleasant, presents a weaker foundation for online branding

— it is generic, not easily searchable, and does not clearly link the product line to its maker.

For homemade and small-batch product businesses, a name that is easy to share, remember, and search for directly impacts word-of-mouth referrals and online discovery. Attaching the proprietor's name adds a personal, trustworthy identity that generic natural-product names often lack.

This assessment recommends a refined business/brand name, an appropriate web address on the Unnati LiteCommerce platform, and a practical order-and-payment strategy suited to a homemade products business just starting its online journey.

 Key Finding: Business Name Considerations

Observation: The business name "Rain Drop" appears weaker for online branding. It is generic (many unrelated results compete for the same search terms), is not distinctly tied to the maker, and gives customers little to remember or share confidently.

Implication: For a homemade products business, an easy-to-share, easy-to-remember name that carries the proprietor's identity builds trust and supports repeat orders and referrals.

Approach: "Rain Drops by Poornima" retains the existing product identity while adding the proprietor's name for distinctiveness, credibility, and shareability. This also aligns naturally with the FSL certificate, which is issued in the proprietor's name.

 Business Name & Web Address Options

 **Rain Drops by Poornima**

 **RECOMMENDED PRIMARY OPTION**

Aspect	Rating
Memorability & Shareability	Excellent
Distinct Identification	Excellent
Trust & Personal Credibility	Excellent
Alignment with FSL Certificate	Excellent

Strengths:

- **Personal identity** - directly links the product line to Poornima, the proprietor and certificate holder
- **Easy to share and remember** - simple, natural phrase that customers can recall and pass on by word of mouth
- **Retains existing brand equity** - keeps "Rain Drop" as part of the name rather than discarding prior recognition
- **Builds trust** - a named proprietor behind homemade products reassures customers on quality and accountability
- **Label & marketing ready** - suitable for product packaging, social media, and marketing materials

Best suited for: Product labels, marketing collateral, and as the primary brand name across all customer touchpoints.

 Web Address (URL) Consideration

Observation: Web address options such as *raindrop* and *raindropsbypurnima* do not read well as URLs — they are either too generic or too long and awkward to type/share.

Recommendation: raindrops.litecommerce.co.in is the appropriate web address — short, clean, and clearly tied to the brand name while fitting the Unnati LiteCommerce subdomain structure.

 Online Store Strategy Recommendation**Primary Focus: raindrops.litecommerce.co.in****Rationale:**

The Unnati LiteCommerce platform is designed to support catalogs of up to 100 products. For Rain Drops by Poornima, an initial catalog of around 20 products is well-suited to this platform — enough range to showcase the natural and homemade product line while remaining manageable for a growing homemade-products business.

Suggested Store Positioning:

Rain Drops by Poornima
Natural & Homemade Products
raindrops.litecommerce.co.in
Karnataka, India

Platform Capabilities:

- **Complete shopping cart** - customers can browse, select, and check out products directly on the store
- **Inventory sync with Google Merchant Center** - product listings sync directly for online discovery, helping reach customers searching on Google beyond the store's own audience
- **Scalable catalog** - room to grow from ~20 products up to the platform's 100-product capacity as the product range expands
- **Product label alignment** - "Rain Drops by Poornima" can be used consistently across the website, product labels, and marketing materials

This approach establishes a professional, discoverable online storefront while keeping initial complexity low and manageable for a homemade products business.



Order & Payment Strategy

Recommended Starting Approach: Cash on Delivery (COD) with Manual Payment Link

Rather than setting up direct online payment collection from day one, a simpler, lower-friction process is recommended to begin with:

- ✓ Collect orders online through the store as Cash on Delivery (COD)
- ✓ Calculate the applicable shipping charge for each order
- ✓ Send a payment link manually to the customer via GPay or WhatsApp for the order + shipping amount
- ✓ Once payment is received, proceed to pack and deliver the product
- ✓ Direct online payment gateway integration can be added to the store at a later stage, once order volumes justify the added setup

Benefit: This approach keeps the initial setup simple and low-cost, avoids upfront payment gateway integration effort, and gives Poornima direct control over confirming payment before dispatch — well suited for a homemade products business getting started online.



Implementation Approach

Phase	Action	Timeline
1	Set up store on raindrops.litecommerce.co.in with brand name "Rain Drops by Poornima"	Initial setup
2	List initial catalog of ~20 products with descriptions and photos	2–4 weeks
3	Connect inventory sync with Google Merchant Center for discovery	Alongside store setup
4	Update product labels and marketing materials with new brand name	1–2 months
5	Begin taking COD orders with manual GPay/WhatsApp payment collection	From launch
6	Evaluate adding direct online payment gateway	Once order volume grows

Recommended Steps:

- ✓ Finalize "Rain Drops by Poornima" as the brand name across store, labels, and marketing
- ✓ Set up the online store on raindrops.litecommerce.co.in with the initial product catalog
- ✓ Enable inventory sync with Google Merchant Center for broader online discovery
- ✓ Establish the COD + manual payment link process for order fulfillment
- ✓ Keep product labels and FSL certificate details consistent with the proprietor's name
- ✓ Plan for direct online payment integration as the business scales



Benefits of Clear Brand Identity

- **Customer discoverability** - potential customers can find and recall the brand easily online and through word of mouth
- **Brand consistency** - same name across store, product labels, and marketing builds recognition
- **Trust through personal identity** - linking the proprietor's name to the products reassures customers on quality and accountability
- **Broader reach** - Google Merchant Center sync helps new customers discover products beyond existing networks

- **Low-friction ordering** - COD with manual payment link keeps the buying process simple for first-time online customers
- **Room to grow** - platform and process support scaling from ~20 products to a larger catalog and online payments over time

Assessment Note

This assessment represents professional analysis based on brand naming, online store, and business positioning principles. It is intended to provide strategic guidance and does not constitute financial, legal, or tax advice. Platform features and availability are subject to change and should be verified directly with the platform provider. The effectiveness of an online store depends on multiple factors including product photography, descriptions, pricing, and consistent order fulfillment.

GST Applicability Note

Selling homemade products through one's own website is exempted from mandatory GST registration for annual turnover up to ₹40 lakh in Karnataka. This exemption applies to intra-state sales through the business's own online store. As the business grows, turnover should be monitored and a tax professional consulted to confirm continued applicability and compliance requirements.