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From Crafts to Online Businesses: Introducing Bohochic Dreamer & Unique Payment Systems

They say that, on our way to maturity, we leave a significant portion of our magical creativity behind by embracing the sheer cruelty of reality. I beg to differ. For some people, capturing and shielding that pure, childlike creativity against the challenges of the modern world may be unattainable. For others, it is a form of survival, the essence of their being that stands strong against time, changes, and challenges. Marijana Dzakula not only never stopped dreaming but also found a way to mold her dreams into a successful business.

A creative dreamer created the Bohochic Dreamer brand. What started out as a creative outlet and a hobby turned into a successful online business that grabbed the attention of **over 20 thousand people** on Instagram. Our chat with Marijana reveals the methods that transformed her craft into a prosperous Instagram business, her journey from complete anonymity to a recognizable brand, and the unique payment and delivery process in Serbia.

Q: Tell us more about your online business, how the journey began, and your current vision. How much time did it take for you to transform your craft into a successful online business with over 20k followers on Instagram?

A: My main focus is on custom-made dolls, representing the Bohochic Dreamer brand's core. I also create decorative pieces such as garlands and dream catchers. Referring to my work as a business is something I generally avoid, as the nature of my craft is artistic, and it marries art and craft into one. The Bohochic Dreamer story began in 2017 when I made my very first dream catcher and shared it with my friends on a personal Instagram account without giving it much thought. My friends loved it and insisted I make a separate business account.

My business account received no orders for over a year, but my audience liked my posts, sending positive feedback and inquiries about my pieces. In addition to dream catchers, I added seasonal garlands to my assortment. Everything was pretty uneventful until one of my Instagram posts went viral overnight; that is how my business skyrocketed. From that point on, my brand has had a pretty steady, successful journey. After two years, I introduced Bohochic Dreamer dolls as an experiment. Little did I know that this experiment would become the most requested piece in my workshop and the “face” of my brand.

Q: Do you often face challenges in your online business, and what is running an Instagram business like for you?

A: As in any other business, challenges are present. However, they're not as significant in my case, and these obstacles do not affect my work. I believe in the power of a positive mindset and don't perceive obstacles as problems. Manual work is the foundation of my business, which requires me to minimize stress as much as possible. I believe this is one of the main prerequisites for success.

The Pay-When-It-Arrives Payment System in Serbia

Compared to the United States, where credit cards and mobile wallets represent the primary forms of payment, the process is quite different in Serbia and many countries in the Balkans. Numerous online businesses have online stores that allow you to pay for their products/services using debit/credit cards. That being said, even in these cases, most businesses **allow the buyer to pay in cash** once the delivery person has delivered the package to the specified address.

When it comes to Instagram businesses, many of which do not have a website, an online store, or even an Instagram storefront, the correspondence occurs in direct messages. The potential buyer will send an inquiry about an item the business posted in the form of a message. If they decide to go through with the purchase, they will simply provide their information (consisting of their full name, address, city, postal code, and cellphone number). This written agreement "seals the deal" but is, however, **not legally binding**. Sometimes, the seller will request a certain amount (or the full amount) to be paid upfront via a bank wire transfer, especially if the value of the service/product is substantial.

When selling goods, the seller will contact a delivery service company and hire them to **deliver the package to the buyer and collect the payment**. The delivery person will contact the buyer via call, deliver the package, and complete the transaction by collecting the amount in cash (delivery fee included).

Objectively speaking, this method has **several potential setbacks and risks** that many customers and business owners face:

- As a customer, if you're asked to pay a certain amount or full price upfront, there is **no guarantee** that the service will be provided/the desired product will be delivered to you.
- As an online business owner, if the buyer cancels the order after you've sent the product or simply refuses to accept the package and ignores the delivery company, you will have to **pay both delivery fees** (to and from the location the buyer provided for the delivery).
- Both customers and Instagram business owners often find **direct message communication rather slow and sloppy**, especially due to the sheer volume of messages some businesses receive.
- Since many online businesses do not offer the option of online/upfront payment, the package cannot simply be delivered to your doorstep—**you (or a person you authorize) have to be present to pay for it in cash and accept it**. To make matters worse, the exact time of delivery isn't specified. Failure to respond to the delivery person's phone call, make the payment, and accept the package usually leads to the

package being returned to the seller. This kind of predicament may put you on the seller's very public blacklist they share with other online businesses.

Q: Let's break down the ordering and payment process for an Instagram business in Serbia. Can you share some unpleasant instances and the biggest obstacles in your collaboration with delivery services?

A: My process differs slightly from what you'd normally expect from a Serbian Instagram business, as I usually don't take individual orders. Instead, I periodically open waiting lists, allowing customers to secure their spots. Every single doll I create is custom-made and unique, as protecting my artistic freedom is imperative to me. My customers accept and understand this process, as they trust me fully when it comes to my work and my choices for the final outcome of their order.

As far as the payment goes, my customers can choose whether to pay upfront (via bank wire) or in cash once the courier delivers the package to their address. The delivery service I work with is quite efficient, and I haven't experienced any major hiccups so far. There were certain cases of lost or returned packages, but I try not to waste my energy on those rare instances. My focus is strictly on my trustworthy, amazing customers who have never failed me in any way. In seven years of my Bohochic Dreamer journey, I've never dealt with a customer who expressed their dissatisfaction with the final result and decided to return the package.

Q: Do you find the popular payment system in Serbia to be efficient? Allowing the customers to receive the goods without paying upfront can be considered rather risky.

A: As I've mentioned, this kind of system has never failed me, and I'd say its success stems from the close relationship you develop with your loyal customers. I like being able to give my customers a choice to either pay upfront (which also quite conveniently frees them of delivery fees) or pay in cash once the delivery person delivers their order.

Q: Is there something you have in store for fans and followers of the Bohochic Dreamer brand for next year?

A: Yes! I already have new ideas that have been brewing for the last few months, which have to remain a surprise until the spring of 2024, when I'll launch a brand new project. Arts & crafts lovers can [follow me on social media](#) to stay up to date with all new releases!

In Summary

Marijana's brand is a testimony of appreciation for handmade, unique products that reflect the artist's style and persona. Hyperproduction is an undeniable, powerful force dominating the market, but the demand for personal, different, and manually produced items appears to be higher than ever. Bohochic Dreamer's journey shows that quality brands will always reach an audience that cherishes the vision, effort, and time put into hand-crafted products.

Is there, however, room for improvement when it comes to online businesses in Serbia? Absolutely. While the unspoken bond of trust between sellers and buyers is admirable, the system lacks safety, reliability, and precision, which would make the process far more efficient. Will we witness the fall of cash payments and the digitalization of the online payment process in the upcoming years? We might be just a few returned packages and blacklists away from a breakthrough.