

JEWELLERY



💡 WHY?

1. Is a great fit for ecommerce
2. They are lightweight
3. Easy to ship
4. Come in many variations
5. They can be customized

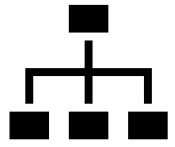
🔍 AIM

To investigate if jewellery is a suitable and profitable product for an e-shop

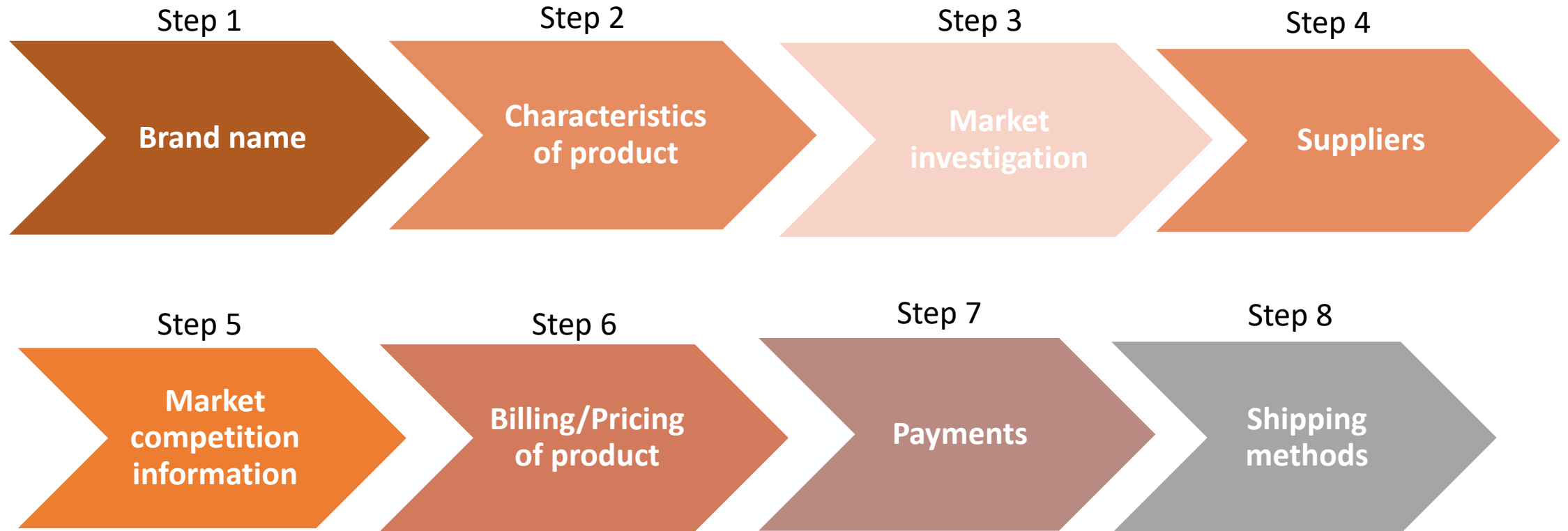


CONTENT

- ❖ Details, characteristics ,information about the product
- ❖ Market information
- ❖ Suppliers
- ❖ Market competition
- ❖ Marketing Plan and Prices
- ❖ Payments
- ❖ Shipping methods



SRUCTURE



HERMIA JEWELS

Characteristics:

- ❖ Quality → metals (copper, *alloy*, stainless steel, silver 925)
- ❖ Colour combinations → silver, gold
- ❖ Design → modern and contemporary jewels

Indications:





MARKET INVESTIGATION

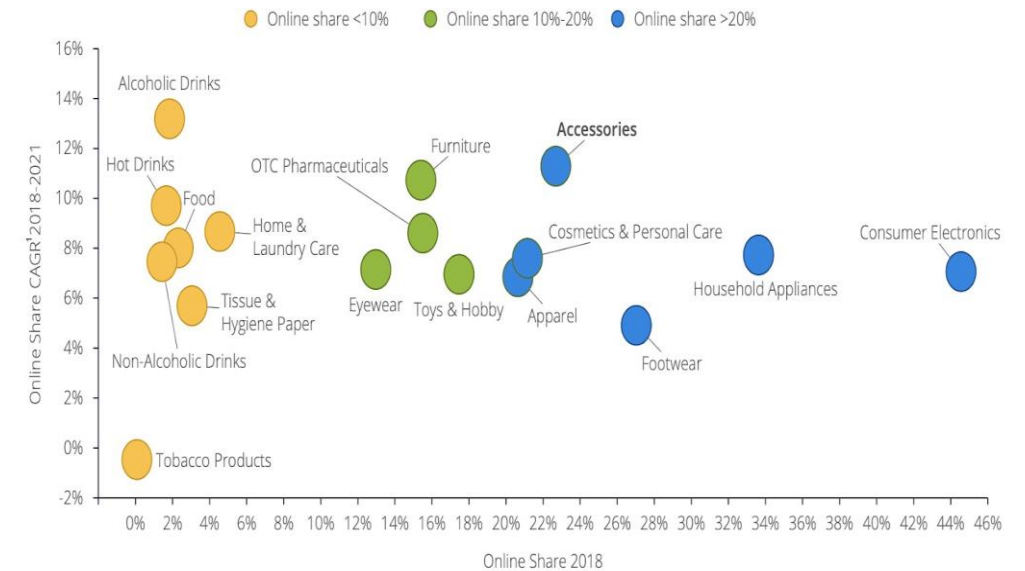
❖ It's a saturated market but there's still room for newcomers who can fit into an untapped niche or bring a fresh perspective to traditional craft.

❖ The jewellery industry continues to grow, especially when it comes to selling online. Last year alone, bags and accessories held a 29% share of global internet purchases.

The online share in the Accessories market is expected to grow by 11% annually from 2018 to 2021

Sales channels: eCommerce overview (2/3)

Worldwide online share and growth rate

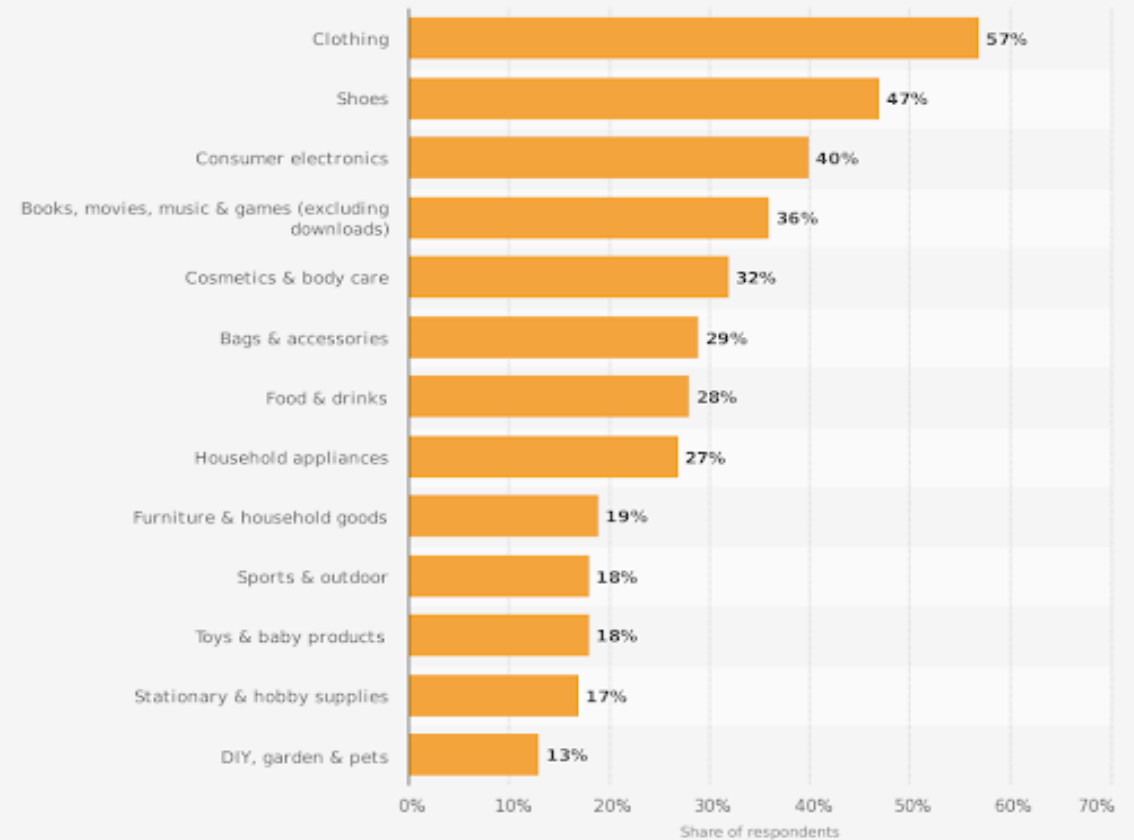




MARKET INVESTIGATION

❖ To top it off, global online jewellery sales are predicted to reach a market value of \$340 billion by 2023, later reaching \$645 billion by 2035.

Share of internet users who have purchased selected products online in the past 12 months as of 2018



Sources
We Are Social; Statista
© Statista 2019

Additional information:
Worldwide; Statista; 2018

SUPPLIERS

❖ Cheap raw materials

❖ Import suppliers

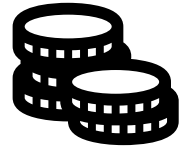
❖ Possible suppliers:

1. <https://greciano.gr/?gclid=EAlaIQobChMI6r-wgr6H7gIVTgOLCh1LhA NEAAYAiAAEgIGA D BwE>
2. <https://www.silvermajestic.com>
3. <https://www.gregioeshop.gr/products/bytype/rings/#type=1&page=1>



COMPETITORS

- ❖ It is a highly-competitive market and there is a lot of competitive pressure
- ❖ Low barriers to entry, there are minimum barriers that hinder our firm to enter the market
- ❖ There are some market leader (key manufacturers like Tiffany & Co., Swarovski, Signet Jewels, and Chow Tai Fook.) But there are many possibilities for local manufacturers.



BILLING AND PRICING

Price of products:

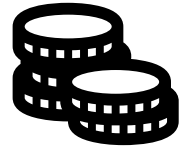
Neclaces: 20 €

Rings: 15 €

Earrings: 20 €

Bracelets : 12 €

- ❖ Fixed costs → Rental: 150€ per/month
Insurance: 70€ per/month
Business rates: 80€ per/month
Advertising: 50€ per/month
- ❖ Variable cost → Supplies: 2.000€ per/month
Packaging: 150€ per/month
Shipping: 250€ per/month
Labor: 600€ per/month



BILLING AND PRICING

❖ Total revenue

Neclaces → $20 \times 100 = 2.000\text{€}$

Rings → $15 \times 100 = 1.500\text{€}$

Earrings → $20 \times 100 = 2.000$

Bracelets → $12 \times 100 = 1.200$

$$2.000 + 1.500 + 2.000 + 1.200 = 6.700$$

Total revenue: 6.700 € per/month



❖ Total cost

$$TC = (150 + 70 + 80 + 50) + (2.000 + 150 + 250 + 600)$$

$$TC = 350 + 3000$$

$$TC = \text{3.350 €} \text{ per/month}$$

❖ Profit

$$\text{Profit} = 6.700 - 3.350$$

$$\text{Profit} = \text{3.350 €} \text{ per/month}$$

PAYMENT & DELIVERY METHODS



❖ Payment methods → POS system
Credit Cards
Apple Pay
PayPal

❖ Delivery methods → DHL (5€ per ship)

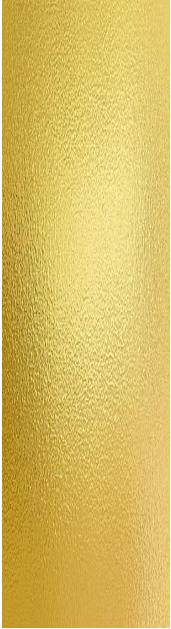
CLOSING

SUMMARY

Open an e-shop with jewellery will be:

- ❖ Hard for the first period
- ❖ Will need a lot of work
- ❖ Will be very profitable
- ❖ It will be undoubtedly evolved through the time
- ❖ It will also be a very enjoyable project





THANK YOU
For Your Attention

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30 December 2020