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BUF3310 Contemp Design ad Lux Markets
Prof.
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DIAMOND

The industry is Jewelry.
The company's products

- Bracelets
- Necklaces
- Rings
- Earrings.

TARGET MARKET

Diamond's target market is women aged 18 to 54 who are interested in fashion, shopping, accessories, and jewelry. However, they must have the adequate financial capacity to purchase these items. The target market will be the upper class. Consumers have a need to feel prestigious and emphasize the importance of self-esteem and power.

EXAMPLES OF CUSTOMER PROFILES

Name: Rose Wen
Gender: Female
Age:35
Lives: Modern
Job/ occupation: Tv presenter
Income:100k +
Location: New York
Education: College, Master
Home: Apartment
Relationship: Single

Name: Lile Tom
Gender: Female
Age: 28
Economic status: Upper class
Income Level: \$2,40,000 or above
Occupation: fashion stylist
Demographic: upper-class women who live in the big city and always practicing on social media.
Lifestyle: press tours, gallery opening

Hobbies: Reading fashion magazines, social shopping, watching movies

Consumer habits: Shopping once a month at least at high-profile retail establishments, good-quality fashionable products, and brand history.

LAUNCH COUNTRY

GERMANY

Germany is renowned for its gold working. It is home to some of the world's best fine jewelry manufacturers like Wempe, Wellendorff, and Bucherer.

COMMUNICATION STRATEGY

Using social media as it is essential to advertise online on Facebook is very important the ads they offer are usually effective in attracting customers as they have a high level of market segmentation. Also, you can use Reels on Instagram where you can show photos and videos of articles and models with beautiful jewelry and much more. Create a partnership with celebrities to attract more clients.

The PR of Diamond's business represents high-quality services. Have the best place to receive a guarantee of your services. Handle our products very quickly. Train our workers to offer the best services either online or in-store. Create personal packaging for our customers to satisfy the customer version.

Best for Quick Shipping: FedEx.

PRICING

Jewelry \$800 -2000. (It depends on the material and the design.)

COMPETITORS

- Pandora
- Blue Mile
- Tiffany & Co.

ADVISED

Focus on our customers with new agile and integrated teams. Form three phases Advice, qualification, and Delivery. New customer experiences with new, more advanced technology leverage the brand's relationship with customers. Crear una opción online donde los clientes puedan crear su propio estilo.

Create a website where the customer has a good experience and functionality, something that is easy to manage. With the help of good highly visual and aspirational content we can generate traffic and commitment in our clients, and we can attract them by offering them what they are looking for. Achieve online exclusivity as this is essential for luxury brand marketing. Create private member groups, counseling services, or digitally delivered loyalty benefits for past clients.