

Welcome to  
**BAWARIES**

Tasnova Hossain

# Purpose Statement

We are committed to providing ethically sourced, affordable, and stunning jewelry, ensuring every customer experiences luxury and cultural richness with every purchase. Whether for weddings, special occasions, or everyday wear, our collection connects tradition with contemporary fashion, making South Asian jewelry accessible to all.

[[ Welcome to Rumina ]]

Bawaries

New arrivals

By style

Clutch / Handbag

Bangles

Sale/Clearance


Store Policies

Q





A

W





W



Featured products



Chat



### "Rumina"

\$45.00 USD Sale

Pay in 2 interest-free installments of \$22.50 with [shop by](#) [Learn more](#)

Color:

Gold

Multi

Sky blue

Pink

Silver

Patel yellow

Lavender/ light purple

Maroon

Emerald green

Quantity

-

1

+

Add to cart

Buy with [shop by](#)





[More payment options](#)

✓ Pickup available at LOCATION 1  
Usually ready in 24 hours  
[View store information](#)

Bahubali earring with sahare. Color details and removable stud.  
And tikka /tikli.

[Share](#)

Featured products







American diamond / AD /ICJ earring pink/pastel yellow  
\$59.00 USD

American diamond / AD /ICJ earring purple/red  
\$59.00 USD

American diamond / AD /ICJ earring multi/red  
\$59.00 USD

Shore Tiyani kundan Chandbali designer replica  
\$105.00 USD



01

## Affordable

Affordable for customers from every backgrounds

02

## Special occasions

- Wedding
- Holidays
- Everyday wear
- 

03

## Customer Engagement

- Review boards
- Social media engagement
- Promotional engagement through emails and text

04

## Customer Data security

- Promotional suggestions based on previous datas
- Financial data security
- Easier checkout process
- Easier selection process

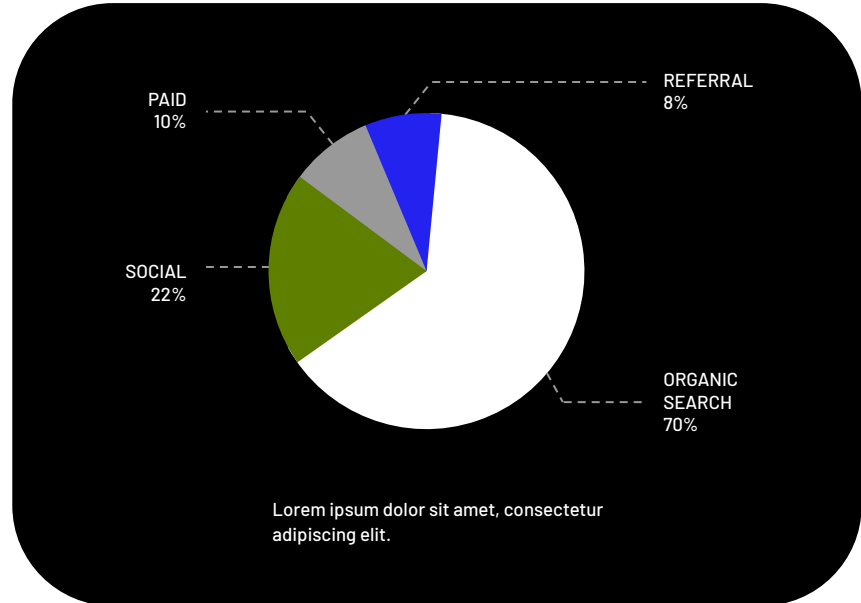
05

## Process

- Easier checkout process through website and other social media platforms

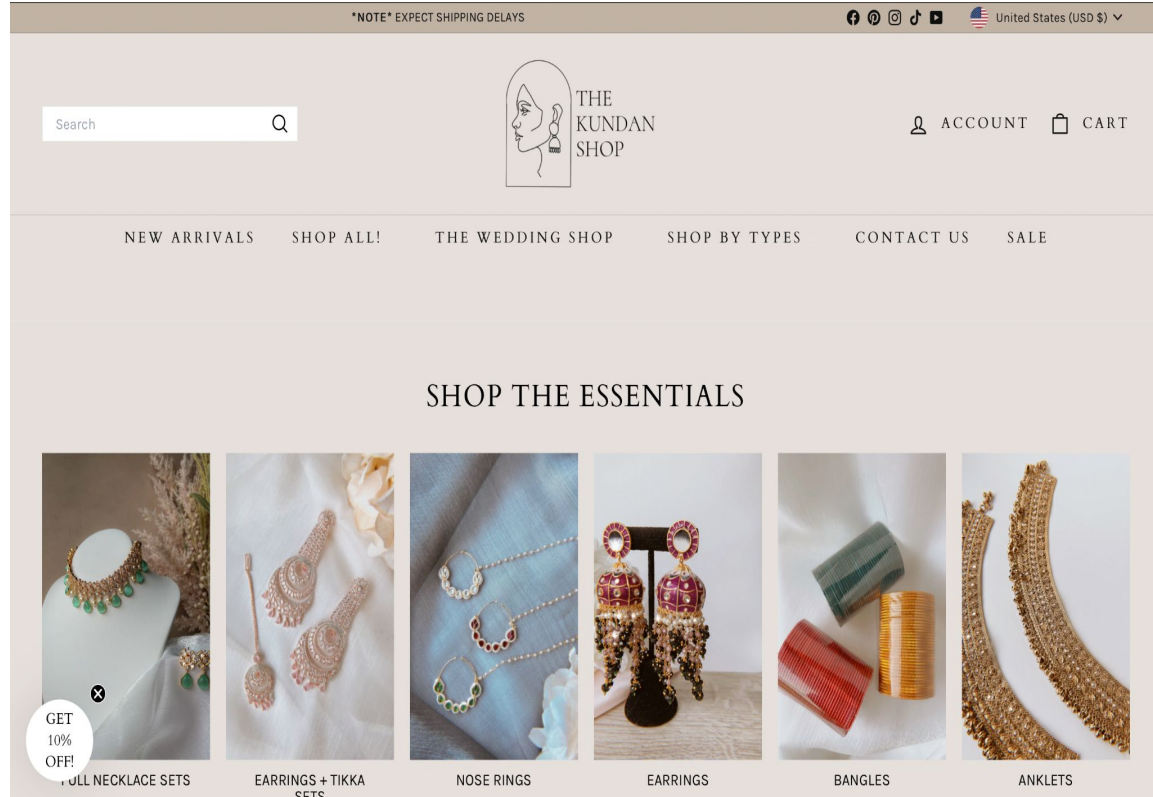
# Market

- South Asian Jewelry
- For every South asian Occationa
- Fashion innovation through everyday wear

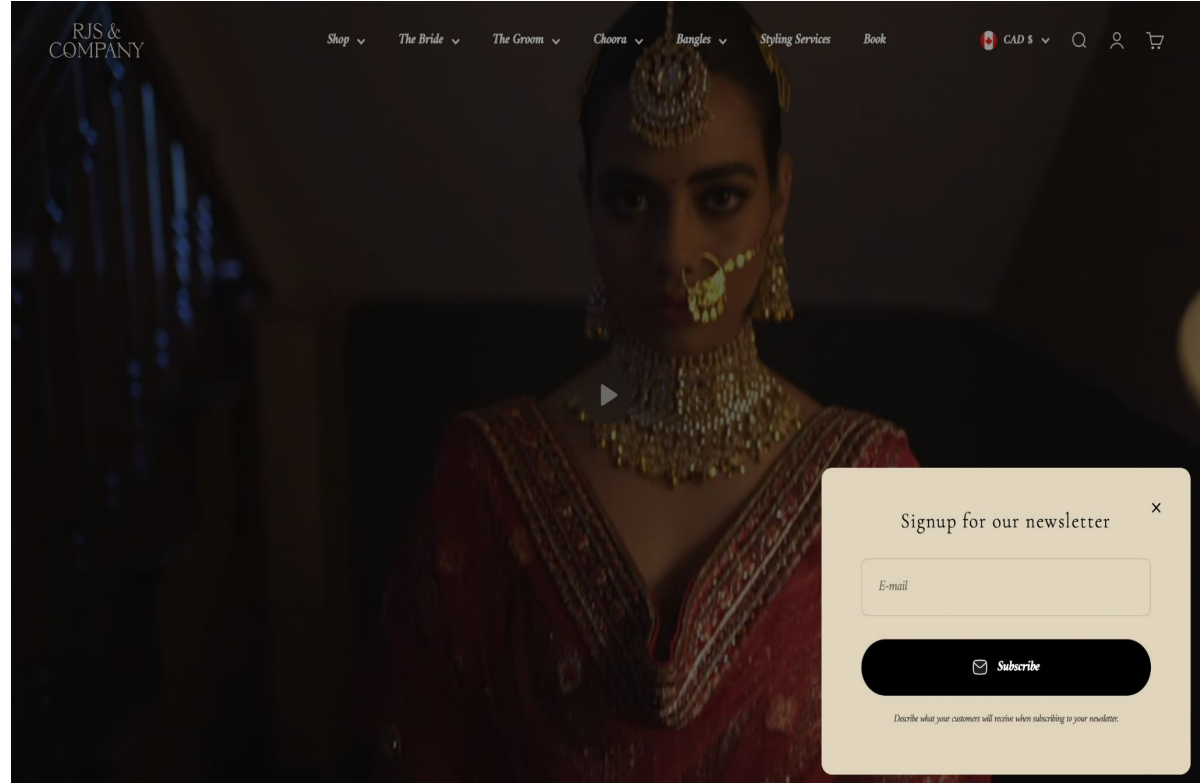


# Competitors

6



## Competitor 2





Name : Nessa Akhter

Age : 28

Home : New Delhi (currently lives in  
NYC Queens)

Occupation : Nurse

- Loves jewelry
- Her job prevents her to wear any jewelry for everyday wear
- Her big day is coming up
- She will be purchasing traditional jewelry for every event and outfits

Audience/user 1





Name : Mahima Akhter

Age : 60

Occupation : Teacher

- Loves dainty and everyday jewelries
- Big on heirlooms
- Saved up all her life to spoil her daughter on her big day

Audience / user 2



## PRICE

- Ranging from low prices to high end
- Implementing sales and clearance items
- Discount codes for first time visitors

## SAFETY

- Customer data and info security
- Finance security
- Safe delivery and tracking

## COMFORT

- FAQ info
- Functioning of the website
- Contacting sellers

## EASE OF USE

- Ease in selection process
- Ease in checkout process