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| **SWOT Analysis** | |
| **Strengths** | 1. De Beers employs approximately 20,000 people around the world 2. It is one of the biggest companies in the diamond industry, mining, trading and manufacturing 3. Offers premium diamond jewelry which include necklaces, rings, bracelets, gifts etc through 50 exclusive stores globally 4. Strong brand name and brand equity globally 5. De Beers is known for its association with international celebrities as brand ambassadors 6. Excellent branding and marketing making it a top-of-the-mind brand |
| **Weaknesses** | 1. Strong competition from other brands means limited market share growth 2. Preference of people choosing gold over diamond, making it a premium product for occasions |
| **Opportunities** | 1. It can increase its presence in global markets 2. Acquisition of smaller businesses to increase brand position and reach 3. Tie-ups with corporate and business partners |
| **Threats** | 1. Trends change quickly, hence innovations and R&D are investments 2. Economic fluctuations mean people decrease their spending 3. Govt policies, taxes etc also affect the premium jewellery segment |