

VIETNAM NATIONAL UNIVERSITY HO CHI MINH CITY
UNIVERSITY OF ECONOMICS AND LAW



Business project
REGINA Jewelry Co., Ltd

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Group: 04

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Stemming from the purpose of learning, deepening the knowledge of e-commerce in general and websites in particular, and expanding more on the Haravan sales web platform, the team made the following report to present. knowledge about Haravan as well as the experience gained. In the process of completing the report, based on the knowledge provided by the Master in the lecture hall combined with self-study of new tools and knowledge, the team tried to make the report in the best way.

However, with the capacity of the members themselves, the product is still only a subject report, incomplete and full of errors, but it is the result of the efforts of the team members, as well as the help of all my friends and teachers. The group is looking forward to receiving your comments to draw valuable experiences and improve knowledge so that the group can go further in studying E-commerce in particular, and related subjects in general. , especially specialized subjects in the Faculty of Information Systems, as well as as a foundation for future work orientation.

Sincerely thank you!

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CHAPTER 1: BUSINESS IDEAS AND PLANS

1. INTRODUCTION

E-commerce created more knowledgeable customers who recognized their buying alternatives. The Store reacted by developing several proprietary web sites, displaying products in the store “as seen on” the home shopping networks or on various web sites, and offering classes on how to become a more knowledgeable jewelry shopper.

Jewelry is an asset. While it is beautifully decorated, it is still a real luxury and has a very high value. Its luxury is different from the general big-name clothes and brand-name bags. These ordinary luxury goods, even if they are big brands, refined, and of good quality, use three or five years, even if the style is classic, can not withstand the erosion of the years, gradually wear, aging, worn out, will eventually be thrown aside, and replaced by the “latest”.

Jewelry Business is not a new idea, however, jewelry is a popular piece of item that can either be used for personal use or for giving away as a gift. Also, this is a potential market which has a large number of customers (women) who always care and are interested in jewelry. If we compete well, there will be enormous chances for fast growth of the jewelry business. In the United States, the fine jewelry industry saw an increase of 6% in the total sales of \$61.9 billion in 2017. Fine watch sales increased by 5.8% to \$ 61.9 billion. Whole jewelry supplies increased by 2.4 % in this period. The Jewelry industry of Vietnam is one of the developing sectors of Vietnamese economy. And most enterprises in the field do not have the organizational system. In the future, the growth rate in the Vietnam jewelry market is expected to be positive, which is driven by the increase in domestic demand and income. And as a result of this trend, customers with higher income will have higher requirements. For the jewelry products industry, this is an opportunity as well as a challenge.

More about the jewelry market, however, Jewelry production activities in Vietnam are mainly of small scale, so it is difficult to make breakthroughs in product development. The 4.0 technology is taking place strongly in many fields, but due to the

specificity of the gold industry, with small and handicraft production bases, most small enterprises and not having access to modern and synchronous technology → low labor productivity, uneven jewelry quality.

Therefore, REGINA is where customers can buy jewelry and gifts, and order their unique designs. We provide customers with diversified kinds of designed jewelries and satisfy them with the wonderful meaning of each product. According to the dictionary, “Regina” is a Latin word meaning “queen”, therefore, with the slogan “Come to REGINA, you are Regina”, we hope to satisfy our customers, especially ladies, make they feel comfortable as they are a queen when they come to REGINA.

REGINA is a Jewelry limited liability company. A limited liability company (LLC) is a business structure in the United States whereby the owners are not personally liable for the company's debts or liabilities. Limited liability companies are hybrid entities that combine the characteristics of a corporation with those of a partnership or sole proprietorship. With a group of 5 members, we establish REGINA so as to provide customers with the best products and services in the jewelry market.

We create our own brand designs, which means we have a design team for creating jewelry's designs. Our products are divided into 2 types: mass-produced designed jewelry and private designs for demand. Mass-produced products are designs that can be sold publicly and unlimited until they are out of date. Oppositely, private designs for demand are unique and limited products, which are created as what customers require, this kind of products take a lot of work to get, spend huge amounts of time and effort and therefore, the prices are absolutely higher.

Our vision is to become a top Jewelry Company in Vietnam, providing customers with a wide range of jewelries and to all ages. To Serve the Customers with excellent Jewellery offering and services and To create values in memorable moments of People's lives by offering beautiful designer jewelries that connect emotionally.

In order to reach that vision, we set our mission to create fashionable jewelry, satisfied customers with creative and high-fashion products. Driving growth with immense business values by unleashing the opportunities and people potential, commitment to create the finest establishing Jewelries.

We focus mainly on women, divided into 2 segments: ladies and young women. With ladies (women of a high social class or status), we create gentle and high-fashioned jewelries, also luxurious products. For young women (aged 18 – 26), our shop has a wide range of fashionable and energetic products. To attract them, we provide them with the most convenient services and finest jewelry, and take care of them carefully so that they can become loyal customers to our brand. One specific segment is people who demand unique products for their lovers, family or even for their own, we are pleased to offer a private design service.

Business model of our company is the B2C model, the process of selling products and services directly between a business and consumers who are the end-users of its products or services, which means we supply customers directly with our products. For example, The Little Owl (thelittleowl.com) is a prime example of a jewelry business which serves as a B2C model, they sell jewelry directly to customers through websites or stores.

2. BUSINESS PLANS

2.1. BUSINESS GOALS

A beautiful website attracts the attention of your visitors. There are many purposes of a website, most of which can be limited to one profitable goal. An e-commerce website is where visitors come to a store, choose a chosen product and become a customer by buying it.

- Increase existing customer base, reach new customers and increase conversion into leads: new customers when they do not know which company to choose to buy products. When they visit their website, they will be one of the potential customers. The website has become a great source of prospects. When a company attracts people to its Web site, it will have a name, address, phone number, etc. to take advantage of this steady stream of qualified leads.
- Where to communicate effectively with customers: websites are different from traditional advertising. Unlike display ads, billboards, or hotspots, a Web page is hidden. Customers visit the Web address or link from a search engine or Web site to access. From there, customers can choose and buy online without going to the store

- Give customers the opportunity to buy goods and use services with the help of an electronic payment system without leaving home: By making the customer journey as easy and seamless as possible, businesses have begun making millions online from selling products to online users.
- Provide customers with all kinds of insights about the product. Let's say a customer has a technical question, a troubleshooting problem, or a special application. Companies can provide enormous amounts of information at low cost. The company provides technical data sheets and repair instructions for each product on the Web, which is also an advantage that helps it stand out from the competition. Example: Microsoft Knowledge Base allows you to Enter search words to find detailed information about dozens of software programs, hardware platforms, and program versions.
- Provide information or inform customers, partners, employees about the company's activities and the scope of services provided: Websites allow you to build a relationship with your reader and tell stories and bring customers into your world.
- Education: educational sales are working. By providing customers with more information, the company will receive orders for upgrades and new products. Additionally, providing up-to-date industry and product information on the Web site in the form of an online newsletter, this newsletter gives customers reasons to return monthly. When the company identifies the problem, thereby creating a permanent source of information and increasing its total value, this brings people back to your Web site multiple times to see your available information.

2.1.1. Industry and products

- Industry: Jewelry
- Products: manufacturing, designing and trading in silver, gold and platinum jewelry

2.1.2. Detailed description of the products and services

REGINA offers customers exclusive jewelry products in silver, gold and platinum, with sophisticated designs. Although being a newly established company,

REGINA has launched 3 collections: Noble, Seductive and Royal, diverse in gold materials, rich in gemstones with innovative breakthrough designs. contributing to honor the beauty, elegance and class of Vietnamese consumers.

Not only honoring the beauty and bringing pride to customers with exquisite jewelry collections, REGINA processes and designs jewelry according to customers' requirements so that they can own the jewelry. monopoly in accordance with preferences, personality and individual feng shui. REGINA's sophisticated and modern jewelry crafting technique makes jewelry sparkle to fascinate people through every small detail. Because of the harmony and sophistication, even the simplest rings, necklaces, and earrings can be combined with any outfit to help honor the charisma and increase the wearer's charm. from office ladies to business women.

REGINA accepts the design according to customer requirements when the value of the product is more than 15,000,000. Please enter personal information (Full name, phone number, address, date of birth, gender). Then, enter the product type, the price of the product that the customer wants, describe in detail the customer's requirements so that REGINA's design department can contact the customer, send the product sketch. , from which more information about prices, materials, time, design costs (depending on materials, sophistication, ...) and issues related to the product.

Moreover, due to the small size of the company, REGINA only accepts designs for customers who can come to receive jewelry at REGINA's stores in.... to ensure the quality as well as the integrity of the product. In particular, to celebrate the launch of REGINA, the first 10 customers who request custom jewelry designs will receive free product design costs.

2.1.3. Explain why to choose products

Life is developing day by day, women increasingly assert their position in society, the beauty needs of the people are increasing from the old to the young, regardless of gender, especially. the beauty needs of the women. It can be said, for women when going out ... the most time consuming step is still makeup, choosing the right jewelry and accessories to assert and enhance their position on the outside.

REGINA provides customers with an environment to choose products, make design requirements along with user-friendly comments. Via online channels, REGINA

can both sell to customers far away and direct customers to buy directly at the store. Consumers always like having a channel to keep track of new products before they go to where to buy.

REGINA builds a quality sales page with beautiful content and images designed and taken by the company. Focus on developing online sales channels: Facebook, Instagram, Zalo, e-commerce floors such as Lazada, Shopee, etc. Product introduction photos or videos are taken from the best angle, and the Figure is clear. In addition, REGINA introduces ways to mix costumes with jewelry, combining preferential programs to attract customers.

2.1.4. Company's orientation

Customers may not go for an affordably priced product. They will surely go for innovation, qualitative. Under this concept, we make marketing research, add advanced values to the existing product in the better version like luxury jewelry expresses the brand values of the customers themselves.

Know what your customer wants, how they want, where they want, why they want, how much they want. In simple words, we believe in achieving long-term and short-term organizational goals by knowing the customer at its best level. The motto is Customer First and Target is Customer Again

Through customer information from the use of the website, we store customer information from which to conduct user behavior analysis to come up with effective business strategies. For example, it is possible to display the top featured products that the user is interested in at the top of the web page.

3. COMPANY POLICY

3.1. PAYMENT METHODS

- Pay in cash directly at the store: receive goods and pay directly with the delivery staff /at the store.
- ❖ *Note:* Payment on order is valid from 15,000,000 VND. REGINA receives 30% deposit of order value before delivery.
 - Payment from your personal account to your REGINA account

REGINA JEWELRY LIMITED LIABILITY COMPANY

- Vietcombank
- Branch: HCMC
- Account holder: REGINA JEWELRY CO., LTD
- Account number: 092301007896
- Content: <Customer's Name> <Carrier's name> <Sale Order Number>
<Phone number> <Amount>

❖ Note:

- Immediately after the successful transfer, please call the hotline: 1800 57 58 57 to meet with a Support Consultant.
- Time for REGINATO receive the money transferred within a day (for the same bank) and from 1 to 3 days (for transfers from different banks)
- Money transfer fee will be borne by the customer. Please check with your bank before transferring.

To use this payment method, your bank account needs to be registered for Internet Banking with the bank. REGINA currently supports payments for the majority of banks in Vietnam.



Figure1: The majority of banks in Vietnam

- 0% interest installment payment

Just owning the following 24 banks' credit cards, customers can join the 0% interest installment program with flexible terms: 3 months, 6 months, 9 months and 12 months.

3.2. WARRANTY POLICY

3.2.1. Conditions of return

- Warranty 6 months for technical defects, water.
 - Lifetime free polishing, ultrasonic warranty.
 - Free replacement of CZ stone and synthetic stone during the warranty period.
 - Wedding rings will be warranted, renewed, polished, free poker for life.
 - For Products that are oxidized and discolored, they will be cleaned by ultrasonic cleaning with a specialized machine (ultrasonic, no cement) free of charge for life at the store.
 - Silver products will be warranted for the first 3 months free of charge in terms of technology and water.
 - From April to the end of the 12th month, the product will be warranted for a fee.
 - Over 12 months Company does not accept warranty.
 - For products that are oxidized and discolored, they will be cleaned by ultrasonic cleaning with a specialized machine (ultrasonic, no cement) free of charge for life at the store.
 - Free replacement of CZ stone, synthetic stone during the product warranty period.
 - For the DIY charm product line, only product warranty is received in the following cases: the product is a completely silver model (no stones, plastic, glass) and silver model with colorit coating.

❖ Note: Warranty does not apply to the following cases:

- The production line shaker is broken; deformed or severely damaged.
- Customer provided incorrect invoice retrieval information.
- Chains, shakers are broken; the product is deformed or severely damaged;

- Customer provided incorrect invoice retrieval information.
- For DIY charm products, warranty is not accepted in the following cases:
 - Products with stone, plastic, glass.
 - Products are deformed, broken or dropped.
 - The small textures, sub-patterns are lost.

3.2.2. Regulations on the time to notify and send returned products

- Time for notification of return: within 48 hours of receiving the product in case the product lacks accessories, gifts or is broken.
- Time to send and return the product: within 14 days of receiving the product.
- Product return location: Customers can bring the goods directly to our office/store or by post.
- In case you have comments/complaints related to product quality, please contact our customer care line.

3.3. PRIVACY POLICY

Consumer personal information protection policy: customers will be required to fill in all information according to the information fields in the form available on the Website regina.com.vn such as: Full name, address (home or office), address email (company or individual), phone number (mobile, home or office), credit card details (i.e. credit card type and number, CVC code, expiration date, cardholder name) and to the extent possible, options... This information is required in order to place and complete the Customer's online order (including sending an order confirmation email to the Customer).

About cookies and web beacons: cookies are data folders that are stored temporarily or permanently in the hard drive of the Client's computer. Cookies are used to verify, track (protect state) and maintain specific information about use and users of the Website, such as preferences for the website or information about their electronic shopping cart. Cookie folders may also be placed on the Client's computer by advertising service providers that have signed a Contract with REGINA's for the above purposes, and the data collected by these cookies is completely invalid. name. If you do not agree, you may delete all cookies already on your computer's hard drive by searching the folder

with "cookie" in its name and deleting it. In the future, the Client may edit his/her browser choices so that (future) cookies are blocked; Please note that: If you do so, you may not be able to use the full features of the regina.com.vn Website. For more information on (how to use and not to accept) cookies, please visit www.allaboutcookies.org.

Web beacons: small strings of software code that represent a graphical request on a web page or email. It may or may not have a visual graphic image associated with web beacons, and typically the image is designed to blend into the background of a web page or email. Web beacons can be used for purposes such as: website traffic reporting, visitor counts, advertising testing and reporting, and personalization. Web beacons that REGINA's use to collect anonymous data only.

Purpose of collection of personal information of consumers: provide services to customers and manage and use personal information of consumers for the purpose of managing the database about consumers and promptly handling arising situations (if any).

Scope of use of personal information: website regina.com.vn uses information provided by consumers to:

- Providing services to consumers;
- Send notices of information exchange activities between consumers and REGINA;
- Preventing activities that destroy, take over the user's user account or impersonate the consumer;
- Communicating and resolving complaints with consumers;
- Confirm and exchange information about the consumer's transaction at REGINA;
- In case of request of a competent state management agency.

Personal information storage time: there is no time limit except in case the consumers sends a cancellation request to the management board or the company is dissolved or bankrupt.

Persons or organizations may be accessed to consumers' personal information: consumers agree that, in case of necessity, the following

agencies/organizations/individuals have the right to access and collect their personal information, including:

- Third-party services that integrate with the Website;
- Event organizers and sponsors;
- Competent state agency in case of request as prescribed in operating regulations;
- Market research company;
- Financial advisor, legal and audit firm;
- Complainant proves the consumer's violation;
- At the request of a competent state agency;

Address of information collection and management unit: REGINA Jewelry Co., Ltd

- Address: 02 Hai Trieu, District 1, HCMC, Vietnam
- Phone: (028) 0948 59 7679
- Email: regina@jewelry.com.vn

Media and tools for consumers to access and correct your personal information data:

Consumers have the right to self-check, update, adjust or cancel their personal information by logging into the Website and editing personal information or requesting the Administration to do so.

Consumers have the right to submit a complaint about the disclosure of their personal information to a third party to the Administration. When receiving these feedbacks, REGINA will confirm the information, have the responsibility to answer the reason and guide Consumers to restore and keep the information confidential.

Ways to receive consumer complaint information:

- By email: regina@jewelry.com.vn
- By phone: (028) 399 51703

Commitment to security of consumers' personal information:

Consumer's personal information on the Website is committed to absolute confidentiality by the Administration in accordance with the privacy policy of personal information posted on the Website. The collection and use of information of each

Consumer is only done by the Board of Directors. with the consent of the Consumer, unless otherwise provided for by law and this provision.

Do not use, do not transfer, provide or disclose to a third party the personal information of the Consumer without the consent of the Consumer, except for the cases specified in this regulation or regulation. provisions of the law.

In the event that the information server is attacked by a hacker leading to the loss of the Consumer's personal data, the Management Board is responsible for notifying and working with the relevant authorities to investigate and promptly handle it. and notify the Consumer of the incident.

Absolutely confidential all information of Consumers' online transactions including invoice information, accounting and digital documents at REGINA's level 1 secure central data area.

Mechanism for receiving and settlement of complaints related to consumer information: when discovering that his/her personal information has been misused or misused, the Consumer sends a complaint email to regina@jewelry.com.vn or calls (028) 399 51703 to complain and provide evidence related to the case to the Management Board. The Administration commits to respond immediately or at the latest within 24 (twenty-four) working hours from the time of receipt of the complaint.

3.4. LOYALTY POLICY

REGINA's marketing program was built with the desire to bring customers the highest benefits when buying at the system. Customers will enjoy special benefits when joining and becoming REGINA's HTT through customer accounts.

- Silver customer account: equivalent to 30 points.
- Gold customer account: equivalent to 100 points.
- Platinum customer account: over 200 points.

Each customer only owns 01 connecting account code in the program. REGINA will support customers to look up your connecting account code information through the Phone Number you provide when participating in the program. The time to accumulate points is unlimited.

3.4.1. Benefits

All Care Benefits apply only to the account holder:

- Take special care on Birthdays, Holidays, Tet...
- Enjoy many attractive offers from REGINA's partners
- Receive notifications about new products and promotions.
- Free catalogs, calendars, magazines...

4. PORTER'S 5 COMPETITORS FORCES

4.1. SUBSTITUTE PRODUCTS

Due to the tradition of Vietnamese people having the habit of wearing gold, platinum, and silver jewelry on important occasions such as weddings, Tet holidays, ... so it is difficult to have a substitute product. In addition, gold is also an asset. top priority for the purpose of hoarding and saving.

4.2. COMPETITORS

The world in general and Vietnam in particular, the production and trading of gold bars, gold jewelry will create high competition for the industry in the future. In addition, in our country, there are only 4 "giants" in the jewelry industry: PNJ, DOJ, SJC, Bao Tin Minh Chau. Vietnam promises to be a destination for many of the world's major fashion brands such as Cartier, Tiffany & Co. etc. Including jewelry products, businesses in the industry will have to compete strongly from 2 sides at home and abroad.

4.3. CONSUMERS

The fluctuation of the world economy in general and the Vietnamese economy in particular is a great influence on the jewelry industry in our country because it is not an essential commodity for life, so there will be a change following the development of the economy. The world gold price is constantly changing, the jewelry industry's demand will increase highly on the world scale when the economy recovers and people's income is significantly improved. Since then, the demand for beauty is increasingly enhanced, the trend of consumption increases rapidly, the demand for the jewelry industry in Vietnam is a very potential field in the future.

4.4. SUPPLIERS

The jewelry industry in Vietnam is a specific industry, from raw materials to machinery and equipment most of them have to import from abroad. Therefore, pressure from the supplier is huge. For physical gold, the import and export activities are under the management according to the strict regulations of the state, only a few businesses are allowed to trade in gold import and export according to each certain period. For businesses producing jewelry from gold, out of gold supply from the world, these businesses also buy from gold in the people to serve the production. However, the supply of gold from the people depends on fluctuations in the price of gold. The supply of the jewelry industry in Vietnam is affected by great and minor impacts depending on supplies from abroad.

Supplier is one of the factors affecting the strength and weakness of the business. The influence of suppliers on the selling price of products, direct impact on the profit of the business. Providers may become pressured to increase input prices or decrease the quality of the products or services they provide. Thereby reducing the supply capacity of the business, the input factors are not sufficient in terms of quantity and required quality. The fewer the number of suppliers in the market, the more power they have, leading to higher risks to the business.

4.5. NEW ENTRANTS

The business of jewelry from gold, silver, and gemstones will have few barriers for new businesses to join. These businesses only participate in normal trading, import, and export of jewelry and are subject to competition among businesses in the industry.

The production of jewelry from gold, silver, and gemstones will create more barriers for businesses who want to join the industry. Such barriers include barriers in technology, capital, brand name, and distribution system.

The field of gold bar production and trading is subject to state management, so there will be great legal barriers for businesses wishing to participate.

These are individuals, companies, and businesses that have not currently competed in the same manufacturing industry but can compete if they decide to join the industry. A "Threat" from a potential competitor will increase when:

- The amount of capital required to participate in the market is low
- Current companies have no patents, trademarks, or brand reputation

- No government regulation
- Low cost of converting customers (not spending a lot of money for a company to move to other industries)
- Low customer loyalty
- Products are nearly identical

The easier the industry to join, the higher the competitive rate, in which the decisive cost barrier is important. This threatens existing businesses and the level of competition will become more intense. Therefore, to create a position in the business industry, it is necessary to create barriers to entry such as:

- Advantage in cost including the cost of technology, human resources, raw materials ... When the enterprise dominates in cost, the cost of the product also decreases. With a product that satisfies the same needs of customers, when the cost of the company or business is lower, the level of competition with the competitor will also be higher.
- Product differentiation: It can be the difference in quality, design, product packaging ...
- Taking advantage of scale to reduce cost per unit of product
- Maintaining and strengthening existing distribution channels while expanding distribution channels to dominate the market.

5. SWOT MODELS

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> - As a new product on the market, REGINA distributes the latest jewelry wholesale and retail from large and small companies all over Vietnam. In addition, the company has an advanced technology line that can process production according to the pre-order form - Department of creative design, has many years of experience 	<ul style="list-style-type: none"> - The company is newly developed, in its infancy, with a small market share compared to PNJ, DOJI and etc - Do not understand the market share of Vietnamese people - Management and staff have not had much experience - Production lines and technology are limited

<ul style="list-style-type: none"> - Because it is a new company that invests heavily in R&D - The price is lower than the general market price - The website is friendly to customers and easy to attract users - Stable import-export market: sources of goods and customers from abroad have had a long and loyal relationship. - Creative Marketing Strategy - Low-cost leadership - Strong relationship with the suppliers - Website has a layout for good interaction with users, information blocks are arranged reasonably, easy to use, bringing a sense of comfort. - The product layout is eye-catching, most suitable for Vietnamese skin so that customers can have a genuine feel - Fast and convenient order and payment process - Customers can contact the company quickly and most conveniently 	<ul style="list-style-type: none"> - The development of technology is rapidly increasing - Investment sources are not diversified to make a profit - Difficult to predict, grasp the tastes of users - REGINA's main industry, jewelry production and business bear many risks that the company can hardly predict and overcome. - Engagement is not high - Difficult to cover all the content <p>The website is not really eye-catching</p>
OPPORTUNITIES	THREAT
<ul style="list-style-type: none"> - The trend of consuming high-end fashion products is increasing - Gold prices fluctuate strongly due to global economic recession - With modern technology line REGINA has the opportunity to 	<ul style="list-style-type: none"> - The fierce competition from big names like PNJ and DOJI - Vietnam's economy develops slowly - The world economy is in recession - Price volatility of precious metals and gold

<p>increase productivity and boost exports in the future</p> <ul style="list-style-type: none"> - The gold trading market has been developing in Vietnam, creating opportunities for REGINA to promote gold bar business - Can expand to provinces across Vietnam - Pay attention to customer care services to retain customers and get more new customers - Technology is developing more and more, making website friendly and easy to use for customers 	<ul style="list-style-type: none"> - Competition is increasingly high in the gold, silver, jewelry and gemstones business in Vietnam - Rapid development of technology - Customers' trends and tastes change quickly - Because it is a new company, has not fully exploited user tastes - Risk of information security of customers and the company
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Table 1: Regina's SWOT model

6. COMPETITIVE ENVIRONMENT

6.1. COMPETITORS

In recent years, along with the great development of the economy, the integration process has been encouraged day by day, it has promoted the development of the gold, silver and gemstone market in Vietnam. Therefore, there are many retail stores as well as large companies in the industry that are increasingly developing and creating a solid position. These are considered major challenges and barriers for companies and stores that have just entered the industry.

In general, the level of competition in the current gemstone and gold industry is not as intense as some other business sectors. Enterprises in the industry compete with each other mainly based on the designs and designs of products, but on the price, because most of the gold and silver are imported from abroad, so the input price has no difference. And the output price is the same. The demand for gold is always at a high level, so businesses always try to satisfy customers in the best way.

In the gold, silver and platinum industry in Vietnam, the general situation of our economy as well as the world is having many uncertainties. The general trend of domestic and foreign investors is to buy gold stored to keep money as well as avoid currency devaluation when exchange rates between strong foreign currencies also fluctuate unpredictably. Realizing that the Vietnamese gold, silver and gemstone industry market is full of potential with more than 86 million people, the level of gold consumption in the Asia Pacific region is second only to Indonesia. And companies in the industry here are not strong, so in the near future there will be many foreign businesses to invest in this field in Vietnam, which will be potential competitors with strong potential. in terms of economy, managerial experience, modern facilities for business.

As a fledgling company that has just entered the market, in the face of great hurdles by potential competitors, we have identified the big competitors we face with them in the jewelry market. present as well as future development. In recent years, along with the great development of the economy, the integration process has been encouraged day by day, it has promoted the development of the gold, silver and gemstone market in Vietnam. Therefore, there are many retail stores as well as large companies in the industry that are increasingly developing and creating a solid position. These are considered major challenges and barriers for companies and stores that have just entered the industry. In Vietnam, there are many companies operating in this field at present. Most of the strong and powerful companies are concentrated in the two largest economic centers of the country, Ho Chi Minh City and Hanoi.

As a jewelry company that wants to enter the market, we have identified the two major groups of competitors that we face with the above issues. These are retail stores located in major cities and some pig brands like PNJ. The reason why we define so will be outlined in the section below.

6.1.1. Retail stores

6.1.1.1. Strength

- They have a strong capital source and a reputation has been firmly confirmed in the market. Consumers have known them for a long time, and seem to have a certain belief in these stores.

- Loyal customers are long-term assets for a retail organization. They have emotional bonds with a retailer and regularly visit the retailer. From a retailer's point of view, customer loyalty means that customers are committed to purchase merchandise and services as and when required from the retailer with resistance to competitors' move.
- Good customer service has today become an integral part of the retail industry. In retailing, where floor staff has to directly interact with the customers, customer service acts as lifeblood.
- There is price competition due to relatively low investment and operating costs

6.1.1.2. Weaknesses

- Conventional retail stores probably only invest in store sales instead of through the internet. That makes advertising more costly but less effective.
- Currently, marketing strategies and customer care services are still underdeveloped
- Traditional retail stores will have a hard time developing modern technology. They need to integrate technology to match the consumer's consumption habits.
- Some retail stores that apply internet-based sales have not really invested in building the website in the most optimal way, in particular the website is still quite simple, not really attracting users.

6.1.2. Big brands

A typical example: PNJ

Although we are just a retail store that has just entered the market, the big brands before that have built up prestige in the market and gained trust from customers. This is the biggest barrier for us to enter the jewelry market. Besides, although they are large companies, the products they offer to the market have many price points to meet many customer segments.

We will analyze the strengths and weaknesses of competitors so that we can come up with appropriate business strategies. But here, we take an example of a typical company in that industry which is PNJ for analysis

6.1.2.1. Strength

- PNJ has a large professional workforce with high professional skills, and thousands of skilled jewelers.
- They have a large market share in the gold, silver and gemstone retail industry in the Vietnamese market with prestigious jewelry brands that can compete with some of the world's jewelry brands, widely distributed throughout the country.
- PNJ has a wide variety of products, they have a rich product range with different types, designs and materials to satisfy most customers.
- PNJ is a long-standing and well-known brand name in the current jewelry market, they have great customer loyalty.

6.1.2.2. Weakness

- High cost is one of the shortcomings of PNJ. Currently, there are equivalent design alternatives on the market, but with lower prices, it creates a strength to compete with PNJ.
- Having a chain of stores across the country makes the service quality as well as customer care services of PNJ uneven.
- Although PNJ has many products with many different values that customers can choose from, in general, the general price of PNJ products is quite high.

6.1.2.3. PNJ's strategy website

At PNJ, we will continue to learn about the construction and design of their sales website. As the leading jewelry processing and retailing company, holding the No. 1 position in the mid-end and high-end segments in Vietnam, PNJ brings customers pride with sophisticated and high quality jewelry products. outstanding. Blown into its products, PNJ has also focused on building a website as their face with its own noble features and sophistication.

In general, PNJ high-end jewelry websites have in itself the soul of minimalism: luxurious, outstanding and unique. Website is designed to be compact, focusing on introducing product models. Not redundant, all the elements, the shapes, the color palette are balanced and appropriate.

- Black text on white background is used consistently and throughout the website to highlight the image of jewelry patterns
- There is no denying the value of investing in product photography, designing professional images of PNJ. The image quality of the jewelry pattern is sharp, the image layout is consistent with the content of the website, creating the overall aesthetic and visual stimulation of the viewer.



Figure 2: PNJ's website

- The balance of the size of the graphic objects and the contrast in color and content all give the viewer a sense of balance in some harmony.
- Slide design slides automatically each light and light image with a gallery of vivid images, will make customers completely attracted.

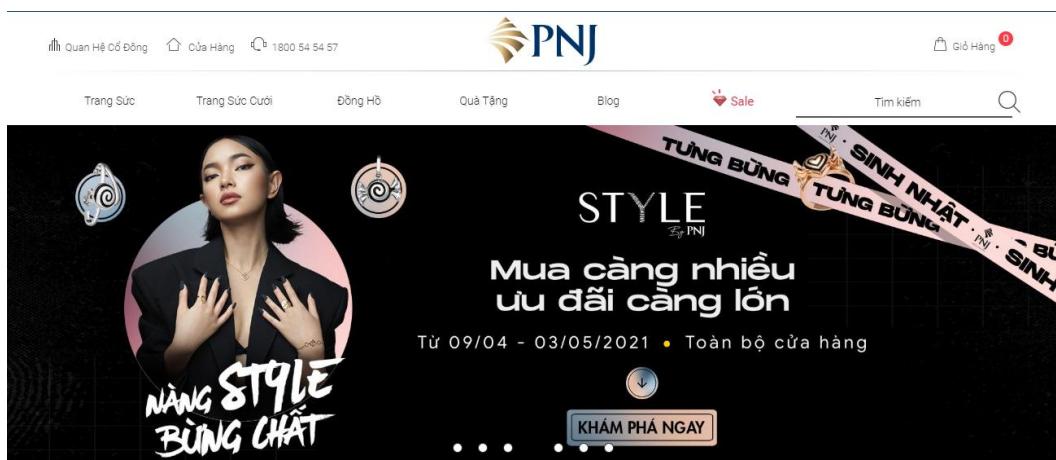


Figure 3: The slides automatically of PNJ's website

- The menu bar is located at the highest position on the top of the website, is the most visible place on the web for visitors to see and easily navigate on the website and find the information they want.



Figure 4: The menu bar of PNJ's website

- PNJ's website has a dark interactive layout with users, the information blocks are arranged reasonably, bringing a sense of comfort.
- The product page is designed in a grid, displaying many products to help customers have more choices and quickly locate the products they want.

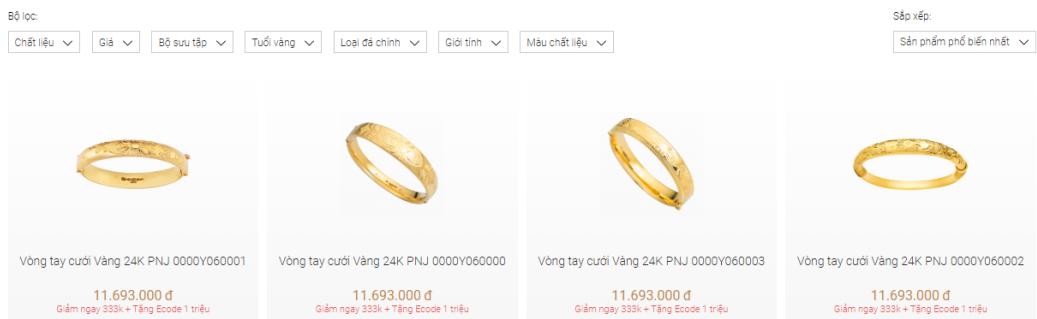


Figure 5: The product page of PNJ's website

However, PNJ's website cannot avoid its limitations. It can be seen that their footer bar is quite simple, with only a small space but contains a lot of information on it, which can make it difficult for users to recognize the information. Besides, PNJ's news page has not been fully invested yet, it can be seen that the gift programs, collections and gifts are not really diversified and plentiful. They do not regularly update

customer support information about purchase policies, return shipping, buying and payment methods.

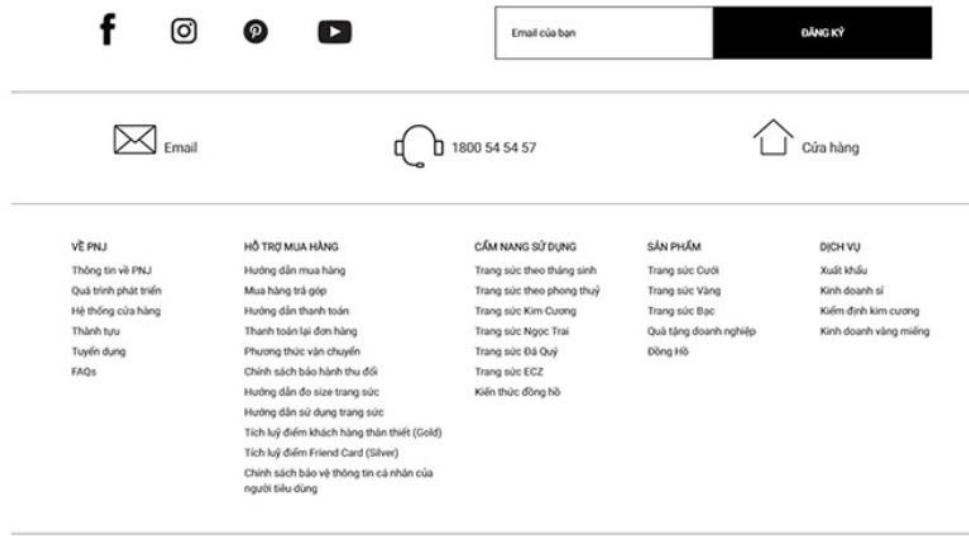


Figure 6: The footer bar of PNJ's websites

6.2. COMPETITION ADVANTAGES

. Competitive advantage is generally understood as the possession of particular values, which allows you to capture business opportunities to make a profit. Yet what a business has and can have compared with its competitors.

Firms' competitive advantage when costs are the same, they give buyers a higher value than their competitors.

In general, there will be many different competitive advantages, depending on the specific conditions of the business. Below, we will present some of our typical competitive advantages when entering the jewelry market

First, we have the low-cost advantage of minimizing the cumulative costs of performing value activities relative to our competitors. So, we can offer a lower price than the normal price to get profits higher than the industry average

Second, it is about the advantage of differentiation. Thay vì chỉ cung cấp các mặt Second, it is about the advantage of differentiation. Instead of just offering pre-designed items with outstanding designs. We can supply items with diverse designs, in addition, we also accept custom design requirements for customers.

Third, it is about sales service and customer care. We always attach great importance to the services provided to customers and always try to provide the best services and performance. On our website, we always have a dedicated team to be ready to help answer questions and advise customers as quickly as possible. We have many delivery methods, so customers can freely choose to suit their needs. In addition, we have a friendly staff at the store to ensure that we provide customers with the best services and experiences.

In addition, we have a separate sales website, with a friendly interface, layout and content that meets the needs of our users, making it possible for us to interact easily with our customers. Our marketing strategy allows us to penetrate the market and allows those who do not know us to be aware of what we bring.

7. REVENUE MODELS

REGINA's revenue model is *sale revenue models*. REGINA sells jewelry items designed by the company. The company sells products in stores and through its website [www. regina.com](http://www.regina.com). Bring convenience to customers, have a better experience and save more time. Online sales websites allow customers to transact with the company so that they can derive consumer behavior in order to develop the company's business model.

In addition, REGINA also accepts jewelry designs according to the needs of customers. Customers can make inquiries on the website [www. regina.com](http://www.regina.com), in a branch of the company from which, the company will design according to the form that the customer requires to help customers get the product that best suits their needs.

8. BUDGET

8.1. FINANCIAL HIGHLIGHT

- Start-up capital: VND 30.000.000.000
- Set-up Cost: VND 26.314.967.500 appropriate allocation to each department and VND 3.685.032.500 to provide for arising during implementation

Owner's Investment	
Tram's equity	6.000.000.000
Ngoc's equity	6.500.000.000
Huong's equity	7.000.000.000
Duyen's equity	5.500.000.000

My's equity	5.000 000 000
Total Investment	30.000.000.000

Table 2: REGINA's Owner's Investment

8.2. START-UP CAPITAL

- Start-up Cost: VND 26.314.967.500
- Cost for arising during implementation: VND 3.685.032.500

Start-up Expenses (First 3 Months Cash Need)

Office (available)	5.000.000.000
Factory (available)	4.800.000.000
Production lines	9.500.000.000
Internet connection & hosting	10.000.000
Phone	5.000.000
Salaries and wages	1.111.500.000
Office supplies	150.000.000
Postage	40.000.000
Repair & Maintenance	150.000.000
Delivery charges	120.000.000
Payment	100.000.000
Licenses & permits	70.000.000
Professional fees	60.000.000
Bank service charges	80.000.000
Credit card fees	10.000.000
Insurance	383.467.500
Sale expenses	600.000.000
Raw materials	2.400.000.000
Consulting Service	150.000.000
Promotion	300.000.000
Marketing costs	550.000.000
Cost of designing signs	5.000.000
Cost of initial tax return and e-invoice registration	220.000.000

Other	500.000.000
Total Start-up Expenses	26.314.967.500

Table 3: Start-up Expenses

8.3. BALANCE SHEET

Balance Sheet

Assets

Current Assets

Cash in Bank	10.150.000.000
Accounts receivable	7.500.000.000
Inventory	4.200.000.000
Total Current Assets	21.850.000.000

Fixed Assets

Land	9.800.000.000
Equipment	9.500.000.000
Intangible assets	5.500.000.000
Total Fixed Assets	24.800.000.000

Liabilities and Equity

Current Liabilities

Accounts Payable	8.500.000.000
Accrued expenses	7.750.000.000
Deferred revenue	4.550.000.000
Total Liabilities	20.800.000.000

Shareholders' Equity

Common stock	17.500.000.000
Additional paid-in capital	2.530.000.000
Retained earnings	4.550.000.000

Total Liabilities & Equity	24.580.000.000
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Table 4: Balance sheet

8.4. REVENUE FORECAST

	2020	2021	2022
Gold	6.115.000.000	5.855.000.000	6.464.005.000
Sliver	4.575.000.000	5.625.000.000	6.274.005.000
Platinum	8.510.000.000	6.150.000.000	6.053.000.000
Total Revenue (Sales)	19.200.000.000	17.630.000.000	18.791.010.000

Regina jewelry sales are forecast to grow steadily each year.

1.4 Profit and Loss Projection

Profit and Loss Projection (3 Years)

Revenue (Sales)

	2020	2021	2022
Gold	6.115.000.000	5.855.000.000	6.464.005.000
Sliver	4.575.000.000	5.625.000.000	6.274.005.000
Platinum	8.510.000.000	6.150.000.000	6.053.000.000
Total Revenue (Sales)	19.200.000.000	17.630.000.000	18.791.010.000

Operating Expenses

	2020	2021	2022
Office (available)	5.000.000.000	-	-
Factory (available)	4.800.000.000	-	-
Production lines	9.500.000.000	-	-
Internet connection & hosting	110.000.000	115.000.000	120.500.000
Phone	30.000.000	33.000.000	38.000.000

Salaries and wages	4.446.000.000	4.500.000.000	4.550.000.000
Office supplies	260.000.000	265.000.000	280.000.000
Postage	55.000.000	60.000.000	70.000.000
Repair & Maintenance	280.000.000	295.000.000	305.000.000
Delivery charges	210.000.000	225.000.000	240.000.000
Payment	350.000.000	365.000.000	370.000.000
Licenses & permits	300.000.000	-	-
Professional fees	240.000.000	-	-
Bank service charges	400.000.000	410.000.000	415.000.000
Credit card fees	85.000.000	90.000.000	97.000.000
Insurance	1.533.870.000	1.533.870.000	1.533.870.000
Promotion	465.000.000	470.000.000	487.500.000
Sale expenses	825.000.000	830.000.000	845.000.000
Consulting Service	410.000.000	425.000.000	440.000.000
Raw materials	5.020.000.000	5.150.000.000	5.000.000.000
Advertising costs	1.360.000.000	1.400.000.000	1.450.000.000
Cost of designing signs	5.000.000	7.000.000	8.000.000
Cost of initial tax return and e-invoice registration	1.790.000	-	-
Total Operation Expenses	35.686.660.000	16.173.870.000	16.249.870.000

Profit Before Taxes	-16.486.660.000	1.456.130.000	2.541.140.000
Taxes (10%)	-1.648.666.000	145.613.000	254.114.000
Net Profit	-14.837.994.000	1.310.517.000	2.287.026.000

Table 5: Revenue Forecast

The predicted sales and profit figures all show that Regina will grow and will recover capital after 2 years of establishment.

8.5. CASH FLOW

Cash Flows (3 Years)

	2020	2021	2022
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Cash Received

Cash from Operations	-	-	-
Cash Sales	19.200.000.000	17.630.000.000	18.791.010.000
Subtotal Cash from Operations	19.200.000.000	17.630.000.000	18.791.010.000

Expenditures

Salaries and wages	4.446.000.000	4.500.000.000	4.550.000.000
Office supplies	260.000.000	265.000.000	280.000.000
Internet connection & hosting	110.000.000	115.000.000	120.500.000
Phone	30.000.000	33.000.000	38.000.000
Postage	55.000.000	60.000.000	70.000.000
Delivery charges	210.000.000	225.000.000	240.000.000
Repair & Maintenance	280.000.000	295.000.000	305.000.000
Payment	350.000.000	205.000.000	210.000.000
Bank service charges	400.000.000	410.000.000	415.000.000
Credit card fees	85.000.000	90.000.000	97.000.000
Promotion	465.000.000	470.000.000	487.500.000
Insurance	1.533.870.000	1.533.870.000	1.533.870.000
Sale expenses	825.000.000	830.000.000	845.000.000
Consulting service	410.000.000	425.000.000	440.000.000
Advertising costs	1.360.000.000	1.400.000.000	1.450.000.000
Cost of designing signs	5.000.000	7.000.000	8.000.000
Subtotal Spent on Operations	10.824.870.000	10.863.870.000	11.089.870.000

Net Cash Flow	8.375.130.000	6.766.130.000	7.701.140.000
Cash Balance	3.875.130.000	-2.891.000.000	4.810.140.000

Table 6: Cash Flow

- *Marketing expenses of the company for one year*

VND

	Content		Unit	Quantity	Unit Price	Amount
Attracting customers	Brand ambassador - runner Thuy Van		Month	3	75.000.000	225.000.000
	Run ads on social media	Facebook	Month	12	5.000.000	60.000.000
		Instagram	Month	12	5.000.000	60.000.000
		Youtube - 30s	Month	12	5.500.000	66.000.000
		Google	Month	12	6.000.000	72.000.000
	Running ads on LCD, Poster Frame	Elevator in the buildings	Month	12	7.000.000	84.000.000
		Shopping mall	Month	12	8.500.000	102.000.000
	Post company introduction on magazines	Online (from 2 -3 articles / 1 month)	Month	12	6.000.000	72.000.000
		Magazine offline (1	Month	2	9.500.000	19.000.000

		post per week)			
Customer maintenance	Customer gratitude program: Voucher, incentives, ...	Month	12	30.000.000	360.000.000
	Product warranty and repair	Month	12	20.000.000	240.000.000
Total:					1.360.000.000

Table 7: Marketing expenses

9. ORGANIZATIONAL STRUCTURE

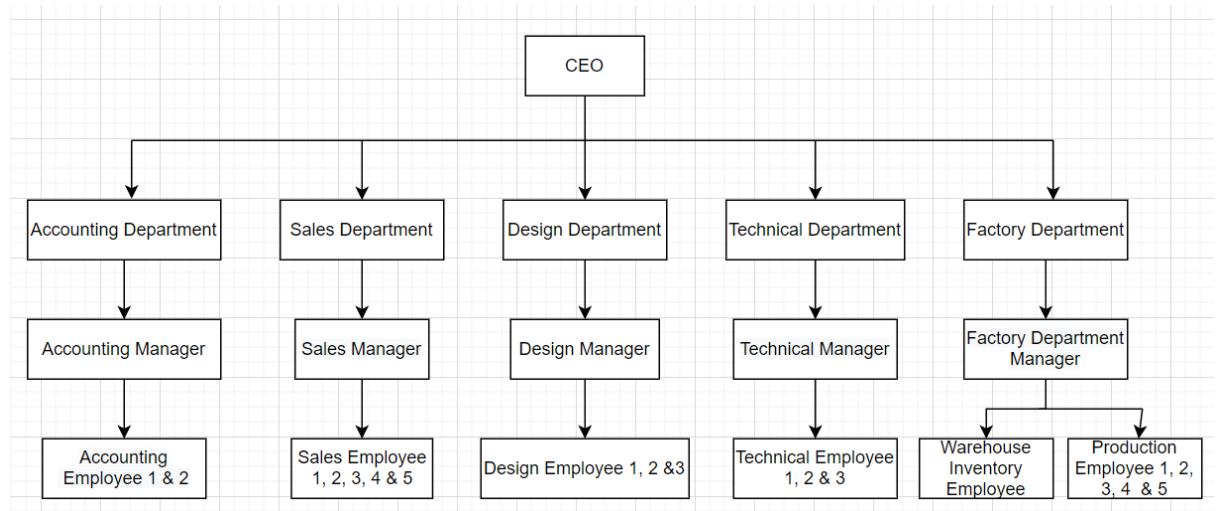


Figure 7: Organizational chart of Regina

The company's organizational structure includes an executive director and 24 employees divided into 5 departments: accounting department, technical department, sales department, design department, and production department. With the salaries of employees as follows:

9.1. SALARIES TO BE PAID TO EMPLOYEES

Unit: million VND

The name of the job	Amount (people)	Salary / Month
CEO	1	60
Accounting manager	1	35
Sales manager	1	25
Technical manager	1	20
Factory department manager	1	16
Design manager	1	22
Accounting employee	2	13,5
Sales employee	5	12
Technical employee	3	9
Warehouse inventory employee	1	8,5
Production employee	5	8
Design employee	3	12

Table 8: The table of salaries to be paid to employees

9.2. RECRUITMENT PLAN AND CRITERIA FOR THE COMPANY

Firstly, the recruitment planning must be developed in the enterprise

- Synthesize HR recruitment needs from department/department heads: Synthesize the need to recruit vacancies from departments, working positions that may arise in the future due to job specialization, or planning to establish a new department. Based on the information provided above, HRer began to develop an overview plan.
- Develop overall recruitment planning: the overview plan includes key information such as:
 - Total number of personnel to be recruited during the year, the number recruited from each department with each job position
 - Number of personnel expected in each recruitment round
 - Time of each recruitment phase
 - Estimated cost per recruitment and total cost for recruitment expected for the year

- Submit to the leader for approval of the general recruitment plan: once a general hiring plan has been developed, it is submitted to management for approval. If it is necessary to change, the recruitment officer needs to work with the superiors and the head of the department to agree on the number of personnel, positions to be recruited, ...
- Prepare a detailed recruitment planning: after having an overview plan, human resources staff proceed to set up a detailed human resource recruitment plan. Here is a blueprint that details the jobs from the overview plan, including information:
 - o What is the number of recruiting personnel for each position? What time to recruit?
 - o Outline information about the vacancy: job requirements, job description.
 - o Estimated funding for the recruitment campaign
 - o Recruitment channels, schedule for implementation of steps in the recruitment process such as receiving resumes, interviews, training, getting jobs.
- The detailed recruitment plan is approved: The approved detailed recruitment plan is the time when the construction of the recruitment plan ends.

Secondly, deploy a recruitment plan for the company

- Prepare a Job Description: an effective job description will attract the right candidates to the company. The more clearly you describe the requirements, the job duties, the working conditions, the advantages and the promotion prospects of the vacancy.
 - A job description includes the following information: name of the job position: Use common names that anyone in the industry knows.
 - o Company information: Briefly introduce the company: the field of activity and emphasize the points that candidates may be interested in (such as mission, core values, recent awards)
 - o Job description: by summarizing the most important tasks that the recruited candidate has to perform.

- Conditions for applying: learn and consult from important employees in the company as well as departments/departments to see what the ideal candidate for this position needs.
- How to apply: Please specify the documents, papers, certificates that the company needs from the candidate (profile, CV, references, related papers). The company wants candidates to apply directly, or mail, fax, email. If the company doesn't accept applications over the phone, make it clear.
- Finally, set a deadline, date, and deadline to receive the application.

- Recruitment tools

- Below is a list of tools the company can use to publish hiring notices and engage candidates:
- Recruitment websites: the simplest and most economical method to reach people looking for jobs, in Vietnam, these famous websites are Vietnamworks, CareerBuilder, Ybox, Jobs 24h....
- Social networks: Linked, Facebook, or Instagram are gradually becoming powerful tools for employers.
- Traditional advertising:
- Website homepage of the business: if your website has a large amount of traffic, it can become a very effective recruitment tool.
- Referral Network: also known as Referral Recruitment: just tell employees, friends, colleagues about the vacancy and ask for a suitable candidate they know.

- Initial screening: after you have received your application and selected the best candidates, the next step is to perform an initial screening of the candidates. Here are some basic ways to screen candidates:

- Communication: by email or phone, ask the candidate for additional information before you want to interview them. => confirm that they are interested in the job.
- Basic tests: tests can help you find the candidates with the skills, capabilities, and values best suited to your requirements.

- Interview the most suitable candidates: there are two common types of interview questions
 - o Behavioral questions: These types of questions help predict future behaviors based on asking about the candidate's behavior in the past. They can help recruiters assess a candidate's confidence, creativity, and problem-solving skills.
 - o Case questions: These types of questions usually put the candidate in a hypothetical situation they might encounter on the job and ask to solve it. This method helps you to evaluate a candidate's knowledge, skills, and working methods.
- Notice of job offer: once you have selected the most talented and suitable candidate for the job, please call directly to announce that they have been recruited. It is possible to give the candidate a few days to decide whether to accept the job or not. After they have confirmed their consent, the company will send a letter or email reaffirming what has been agreed upon between the parties.

9.3. THE RECRUITMENT CRITERIA FOR EACH DEPARTMENT

9.3.1. Accounting Department

Requirements for knowledge:

- Ability to coordinate and supervise accountants in the working process.
- General accountants must know to collect and process information. The data and accounting documents must also be captured promptly.
- General accountants are responsible for calculating salaries for employees, and salary deductions.
- Internal monitoring and reporting.
- Prepare financial statements, balance sheets of annual accounts, print books according to regulations.
- Making entries at the beginning of the new fiscal year such as: Paying license tax, Transferring profits and losses of the old fiscal year, Accounting for license tax expenses of the new fiscal year.

- General accountants must be able to create and maintain external relationships with the Tax Department, banks, suppliers, and customers.

Requirements skills: (1) Office informatics skills; (2) Skills of observation, analysis, and synthesis; (3) Job placement and management skills; (4) Communication skills and skillful situation handling; (5) Accounting foreign language skills. Requirements on candidate's qualities and attitudes: Honesty and care; hard-working and creative at work

9.3.2. Business Department

Requirements for knowledge:

- Must have degrees and certificates related to commercial activities: college and university graduates with majors: economics, business administration, marketing, market development, finance, banking, certificates contract,..
- *Requirements skills:* (1) Proficient and excellent communication skills; (2) Listening and understanding skills for customers; (3) Skills in handling situations; (4) Negotiation, negotiation, and persuasion skills; (5) Time management skills; (6) Trading closing skills; (7) Skills in understanding products and markets.
- *Requirements on working attitude:* (1) Confidence; (2) Positive thinking; (3) Professional ethics.

9.3.3. Design Department

Knowledge requirement:

- Create creative design ideas, design according to customer requirements or implement design plans assigned from the management level, refer and analyze the information, documents attached to the request.
- Drafting ideas of hand-designed designs suitable for the specific requirements of each product category.
- Have design knowledge about the high-end gemstone jewelry industry.
- Understand high-end gem jewelry design styles.
- Understanding the jewelry manufacturing process.
- Capable of reading jewelry drawings.
- Creative design skills.

- Ability to work in groups, independently.
- Sensitive, honest, have a higher sense of responsibility and passion for the job.
- Ensure to complete the assigned work on time and be able to work under high pressure.

Requirements skills: college graduate or higher majoring in jewelry design, fine arts. Proficient in design software: Photoshop CS5, Flash, Adobe Illustrator CS5, Corel software, InDesign, ...

9.3.4. Technical department

Knowledge requirements: Mastering basic knowledge about computer systems. When you become a computer technician, you must be able to analyze errors, evaluate errors and offer solutions to fix this problem to ensure the computer system runs stably and smoothly.

Skills requirements:

- Handle situations flexibly according to the User's support request.
- Good face-to-face skills as well as professional diploma communication skills.
- Quickly adapt to the new working environment, can work independently, and work in teams.
- Quick and accurate document editing skills.

Requirements for attitude: Having a serious, responsible, and professional working attitude.

9.3.5. Production Department

9.3.5.1. For factory managers

- Need to own a college diploma, University. Understanding cargo management software is required.
- Need to own some skill elements related to work such as (1) Skills of checking, making receipt notes, release notes; (2) The skill of arranging and managing goods in a scientific warehouse; (3) Quick and effective inventory skills.
- Have experience working in field of production, management, supervision, ...
- Possessing a bachelor's degree in management, manufacturing professions, ...

- Project management skills: This is an important skill that production management staff should have. You need to hone your project management skills to support the work done more smoothly.
- Knowledge of the manufacturing profession.
- Know how to train and guide employees to work in groups.
- Know how to use machines and equipment in the factory

9.3.5.2. For production employees

- Having enough working age is over 18 years old, healthy enough to meet the requirements of the job, not suffering from infectious diseases or the system ... can affect the work.
- In addition, there is a need for proficiency in skills and working attitudes as follows: (1) Good independent working and teamwork skills; (2) Enthusiasm, hard work at work; (3) Honesty, trustworthiness; (4) Punctuality and a sense of discipline and carefulness at work to create quality jobs.

10. MARKET ANALYSIS

According to the latest data from the World Gold Council, the demand for gold jewelry in Vietnam is at the highest level in the past 10 years, reaching 16.5 tons/year. However, according to analysts, this number is still "not penetrated anywhere" compared to the potential consumers that can be achieved.

Since 2019, the capacity of Vietnam's gold jewelry market is at 600 million USD with a growth rate of 15% year on year. The above data shows that gold jewelry is a potential market and continues to thrive in the coming years.

Leading the gold jewelry market today are big companies such as PNJ, Doji, Bao Tin Minh Chau, Phu Quy ..., which are traditional retail stores because of the concept that fashion gold jewelry is a product. Buy for the sole purpose of making jewelry for yourself or giving gifts, not for hoarding.

Therefore, most people with middle income often go to small shops to find products that suit their needs and budget.

Evaluation of Vietnam's jewelry market, the representative of Rong Viet Securities Joint Stock Company said that the growth room of the Vietnamese gold jewelry market is still very large when the demand for gold bar accumulation is

gradually giving way to gold jewelry. Also, the middle-rich class is growing rapidly in Vietnam (estimated to account for one-third of the population by 2020), these are modern-minded consumers who need to express themselves. High body and target customers of fashion jewelry retail chains.

For example, Phu Nhuan Jewelry Joint Stock Company (PNJ) has continuously opened more than 30 stores in 2019. By the end of 2019, this business has 353 stores, covering all over the country.

Other businesses such as SJC currently have 50 stores, Doji has about 47, and Ben Thanh - Precita Company has 15 stores ...

10.1. THE VALUE OF THE JEWELRY BUSINESS

An accessory that is attached to people every day. People wear jewelry to beautify, to affirm their personality, and countless other reasons such as: showing luxury, class; own aesthetic taste; confirmed position; makeup; Healing; bring luck and relieve psychology.

- People always have an "inclined" mentality, along with the desire to assert themselves in all circumstances. In a diplomatic party, a business with important partners, or simply meeting, meeting old friends, colleagues, ... you need to confirm your position and class, to become more confident, easier to work with and get better results.
- Wearing jewelry that matches your outfit and usage situation shows your aesthetic taste and also your intelligence and sophistication in coordinating.
- According to the ancient conception of Asians, jewelry also has a therapeutic effect. Gold jewelry creates mental comfort, helps you calm down. Platinum jewelry (platinum) special helps reduce nervous tension, stress, insomnia, helps owners regain balance in life.
- Also, jewelry is one of the most popular forms of gift ever, because we - especially women - always like to adorn our image with ivory and gemstones. In addition to enhancing the appearance, looking at jewelry is also an elegant pleasure that brings joy and comfort.
- Jewelry is an item of both material and spiritual value. The shelf life of jewelry is permanent, jewelry can be used for many decades, but even when not in use, it

can be easily preserved because they are quite small in size, or passed on to the next generation is like an heirloom memento.

10.2. CUSTOMER

- The main customer focus is on women, the customer segment based on demographics is divided into 3 groups of customers: children/teenagers (under 15 years old); young people (from 16 - 30 years old); middle-aged women (40+)
- Under 15 years old: not able to be financially self-reliant, not having many practical needs, most of them wanting to be met through a representative.
- The age from here is a group of objects that bring quite easy benefits in buying, selling /using services/products of the business. Since most of this target group will consist of young people who like to experience product testing, the requirements for the product/service are not much easy to meet. And this group will use popular products (new image, stable price ...) because finances still depend on the family.
- Age group 22-40 years old: this is the most interested group among age groups because this group of customers has knowledge and finance, so they will only focus on essential products/services. Towards product pricing; product quality and accompanying care services. This is the age group that brings a lot of revenue to the business due to the high demand for using products.
- Age 40+: This is a group of customers that can be said to be quite difficult in buying and selling because this group of product use is quite carefully selected. It is necessary to put out a plan to move directly into the mentality of this age group, they will be more important to product quality.

10.3. ADVANTAGES FROM MARKET SEGMENTATION

- Make marketing messages stronger: When you know who you are talking to, you can develop stronger marketing messages. Avoid generic, ambiguous language that is common to everyone. Instead, use a message that directly speaks to the needs, wants, and unique characteristics of your target audience.

- Determine the most effective marketing strategy: The combination of different types of market segments will guide you to figure out which marketing strategy is most suitable. => Outline more detailed methods to reach them.
- Building multi-target ads: When using market segments to define your audience, you will understand the characteristics, thereby building digital advertising campaigns more effectively, targeting the right audience.
- Attract (and convert) potential customers: With a clear, direct, and targeted marketing message, your marketing campaign will attract high-potential and convertible customers. Into more buyers.
- Distinguish company brands from competitors: Clearly define Value Proposition and Messages that will help you stand out from your competitors. Instead of mixing with other brands, you can differentiate your brand by focusing on the specific needs and characteristics of your customers.
- Build deeper customer relationships: Knowing what your customers want and need, you can deliver unique values and resonate with them. This differentiated value leads to a stronger bond between the brand and the customer, creating a lasting relationship between the two parties.
- Identifying niche market opportunities: is a strategy that focuses on a single target market. Instead of promoting it to everyone, niche Marketing focuses exclusively on a small group of potential customers with special needs.
- Focus: Targeting in marketing is a guideline to help marketing messages and objectives in the right direction. => Identify new marketing opportunities while avoiding deviation from your target market.

10.4. POTENTIAL CUSTOMERS IN THE MARKET

The rapidly increasing income of the people, along with the rapidly increasing part of the middle-income group, is the main reason driving the strong growth of the gold jewelry market in Vietnam in recent years. Consumers tend to accumulate gold jewelry instead of storing gold bars as before. This has led to double-digit growth in the jewelry industry and an average of 10% per year.

Therefore, the company wants the number of customers to reach 3,000, and increase steadily each year thereafter.

Potential customers play an important role in marketing activities, are the objects that businesses target and exploit in strategies, activities to increase and expand their market share. Role: helping businesses improve products or services; Have a better business strategy; Company expansion: Profitability growth; Customers are also a potential sales factor: In addition to buying products, customers also help businesses advertise products through the process of using, feedback, sharing on social sites, introducing you raft; Is a measure of customer value to the business: A business that receives the support and love of its customers is a great success. Customers stick with your products, proving that you manufacture top-quality products. It is the basis for increasing the value of the company in the market compared to other competitors, scoring in the eyes of partners.

The market will continue to increase in the coming years. Because of the higher weak demand of customers, the standard of living and income of customers as well as the benefits that jewelry brings.

11. TECHNOLOGY SOLUTIONS

In today's digital age, millions of people now use the Internet to find what they need. A well-built website can provide all kinds of information useful to the user, such as hours of operation, phone number, email address, product information, services, etc. The question is why they should choose our company over others. For our company, its website plays a very important role, it is the face of our brand. Therefore, making plans and decisions about choosing technology solutions is extremely necessary. Nowadays, there are many different ways as well as different platforms to create a website. To make the most accurate and effective decision, below we will give an overview of the pros and cons of each form of website building. In general, there are three ways to have the perfect website for your company: hire designers, design them yourself, or a combination of the two.

	Hiring	Self-design	Mix
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<ul style="list-style-type: none"> - Help minimize errors arising during use, if there are errors, it will be easy to fix them. Therefore, it can help the operation of the website be continuous, and limit the status of suspension. - Professional website design firms will provide SEO services, e-marketing, social media strategy, and more. These help build and improve branding, increasing visibility on the online platform. - Professional website design firms will provide special elements such as videos, photo galleries, landing pages, apps, and more. 	<ul style="list-style-type: none"> - The biggest advantage when the company designs the website by itself is low investment costs. They can firmly grasp the process when building a website for the business so that they can divide and manage the cost appropriately. - You can put all your ideas on the website in the most satisfying way, and can develop your own marketing. - Can quickly update, repair and upgrade the website according to the company's wishes. 	<ul style="list-style-type: none"> - The combination of both methods makes it easy for the company to meet the needs such as cost saving and the desired implementation to the designer. - The company's design specialist will probably be in control of corporate information security when designing. - Website will be more professional, and can meet SEO standards.
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	<p>This helps the website have many advantages over the competition.</p> <ul style="list-style-type: none"> - In addition, they will provide a full website design services for developing, hosting, and supporting websites according to requirements and fully compatible with the website. - Hiring a website design from outside will help the company save time, as well as work productivity will be more efficient. 		
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<p>Disadvantages</p> <ul style="list-style-type: none"> - The company will have to pay a relatively high cost for hiring a professional website design. Besides, after a period of use, the company needs to pay for website warranty. - Hiring of designs can also be a security threat for the company. 	<ul style="list-style-type: none"> - There may be limited technical issues, so with outsourcing, the automatic website design may be less professional and difficult to meet SEO standards. 	<ul style="list-style-type: none"> - Can be difficult to coordinate work on the two sides
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Table 9: Advantages and disadvantages of hiring, self-design and mix to website design

Recognizing the advantages as well as the disadvantages of each form of implementation when planning a website design for sales for the company, we have reviewed and commented on the company's situation to make a decision. suitable. Because we are a young company that is entering the market step by step, we want to be able to have strategies that suit the company's development situation as well as the future direction of the company. Therefore, at this early stage of development, we decided to let the company's technical staff design the website instead of hiring a professional design company. We want to save costs early, because we need to allocate capital to each of the company's activities properly, so this is probably a safe choice for our company. But in the future, with the company's aim to grow and become one of the prominent brands in the jewelry market, we will hire a professional website design company to build our website. We want the website - the face we have, it has to be professional and functional.

Today, there are many platforms to support the design of a professional sales website. They provide professional templates that support the design and especially either free or free to use it. When it comes to this issue, we cannot help but mention Haravan and Sapo., These are outstanding tools capable of maximizing the design of a sales website. For more clarification on these two foundations, below is a general comparison table of some criteria of both.

	Haravan	Sapo
Scale	Haravan is the next generation, but with the development less than 4 years, Haravan still has more than 50,000 customers and hundreds of employees.	Sapo Web was formerly Bizweb, a unit with a position in the market for website design platform and development for nearly 10 years. So far, Sapo has more than 67,000 clients across the country and the size of the staff can reach several hundred employees - this is a huge number compared to a local web design company.
Interface	With Haravan, the advantage is a free interface, bringing the optimization to the cost.	With Sapo, the interface of the partner costs more but gives the feeling of design is more diverse and stable.
Prices	<ul style="list-style-type: none"> - Haravan Advanced Website package costs 500,000 VND / month. Annual payment at the price of VND 6,000,000 / year. 	<ul style="list-style-type: none"> - The Sapo Web package is priced at 229,000 VND / month + 1,500,000 original website creation fee. When customers register for 2 years or more, they will receive 10% off and free

	<ul style="list-style-type: none"> - Regarding Haravan, the extension policy is not mentioned 	<p>initialization. Thus, the cost is about 5,088,000 VND for a 1-year package and 6,458,000 VND for a 2-year subscription.</p> <ul style="list-style-type: none"> - When renewing, Sapo discounts up to 55%, so this is an advantage for those who extend using it for a long time, the price will be cheaper.
Easy to use interface	<p>In terms of Haravan, they have always been well rated for their easy-to-use interface. Support features are arranged easy to see, not complicated</p>	<p>Over time, Sapo Web has improved a lot in terms of user experience, features are arranged more conveniently, easier to see and less unnecessary intermediate steps. At the same time, the SEO steps are also arranged by Sapo Web in the product import section, blog posts ... that even beginners can use and optimize their articles.</p>
Feature	<p>The required features of a commercial sales website, both Sapo Web and Haravan are doing very well.</p> <ul style="list-style-type: none"> - <i>SSL security</i>: HTTPS and SSL settings for websites are completely free, customers can be absolutely assured of absolute security barriers of HTTPS and SSL with international standards. All your customer information will be free from the risk of attack by viruses or hackers. 	

	<ul style="list-style-type: none"> - <i>Connect automatically with online delivery and payment units:</i> Sapo and Haravan are both open platforms that allow third parties to join the system to assist customers in online transportation and payment. Both are working with big companies such as GHN, GHTK, Ahamove ... In particular, Sapo has another shipping port, Sapo Express, with a cost of only 9,500 VND or more. - <i>Integrating Google Analytics and Google Shopping:</i> perhaps integrating Google Analytics is a trend because both Sapo Web and Haravan quickly update this feature, helping website administrators have an overview of advertising investment with sales revenue. The necessary indicators are displayed according to actual data to easily evaluate the effectiveness of the website.
Multichannel	<p>Haravan focuses on the website as the center, with channels such as Facebook, e-commerce floors such as Lazada, tiki, shopee.</p> <p>Sapo again thinks that Sapo Web is one of the business channels. Sapo Omnichannel is a solution suite that includes more diversified channels than Haravan and centralizes management in one place called Sapo core. In the course of business, information about warehouses, orders, customer information, transportation, revenue ... will be automatically updated to Sapo cores. Here, just one person to manage and track orders and customer information is enough. So from</p>

		a multi-channel perspective, Sapo is doing better than Haravan.
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Table 10: The comparison between Haravan and Sapo

Haravan is a younger member than Sapo in this field, but has made great progress and has a fairly fast growth rate. Both platforms have common and unique characteristics, they have their own strengths, helping them grow each day. Below is an overview analysis of the strengths and weaknesses of the two platforms after being understood about their characteristics

	Haravan	Sapo
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Strengths	<ul style="list-style-type: none"> - The system has more than 200 pretty and modern interfaces. - Like Sapo Web, Haravan also integrates free SSL protocol to secure websites. - Haravan tends to go into online marketing solutions, so they have strengths in this point. Currently, chatbot harafunnel is being offered for free. - Support for connecting with carriers, popular payment gateways and marketing and advertising tools such as chatbots, creating promotions, and evaluating products. - The ability to upgrade the connection package with major e-commerce platforms such as Lazada, Shopee & Tiki helps you to conveniently deploy multi-channel sales. 	<ul style="list-style-type: none"> - Administration is simple, easy to use. - Diverse interface warehouse with more than 400 templates, many beautiful templates, fast loading speed, responsive optimization, is constantly updated. - Install https and international standard SSL certificate built-in and completely free, helping to secure your website well. - The integrated application store has many useful applications for marketing, sales, sales management, customer care, or reputable payment and shipping parties, - Sapo has a Sapo Express shipping port connecting with reputable carriers to support cheap ship prices for customers who are using Sapo, good support for online sellers. - Using Sapo web, you can synchronously use their management software to optimize multi-channel sales and sales management at a very reasonable cost. - Sapo Web has the ability to
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		<p>connect centralized management with other sales channels such as Facebook, Shopee, Lazada, Sendo ...</p> <ul style="list-style-type: none"> - Price is also the strong point of Sapo Web. Compared with other design units, Sapo Web has many advantages but the cost is very affordable, about 300k / month.
Weaknesses	<p>Haravan has a user limit of 10, which makes it a bit difficult for multi-chain stores. In addition, Haravan does not support email marketing, reports and statistics like Sapo Web, does not support SSL for lower packages and high multi-channel sales costs, up to 899 thousand VND for a month of use.</p>	<p>Sapo Web currently has a limited usage of about 5GB, if you want to buy more, there will be an additional cost to buy storage.</p>

Table 11: Strengths and weaknesses of Haravan and Sapo

After reviewing and judging each of the specialties, strengths and weaknesses of Haravan and Sapo, we reviewed each of the company's plans as well as the development trends, and we determined who would. is the object we need to match our growing needs. Therefore, we choose Haravan. As far as we know, Haravan is developing very good affiliate apps and chatbot, and we need it to cater to the website needs and our company's upcoming marketing strategy. We think this is the best option for us.

12. MARKETING STRATEGY

12.1. ATTRACT CUSTOMERS

Advertising 2 weeks before launch

- Advertise on big screens in city centers or large commercial centers:

- The company places outdoor billboards: Dien Bien Phu roundabout, Phu Dong rotation;
- Electronic advertising in commercial centers: Diamond, Continental, Aeon Mall Binh Tan, Estella, Crescent Mall, Vincom Landmark 81
- Run ads on social networking sites: Facebook, Youtube, Instagram, TikTok (product support for TikTokers to build ideas and promote products)
- Design discount vouchers for customers
- Organize minigames on Facebook, IG: call for likes, share to create effects and attract users' interest
- The program assists the first 10 customers to order design with free design cost
- Support music videos of famous singers to promote products
- Invite exclusive ambassador: Thuy Ngan

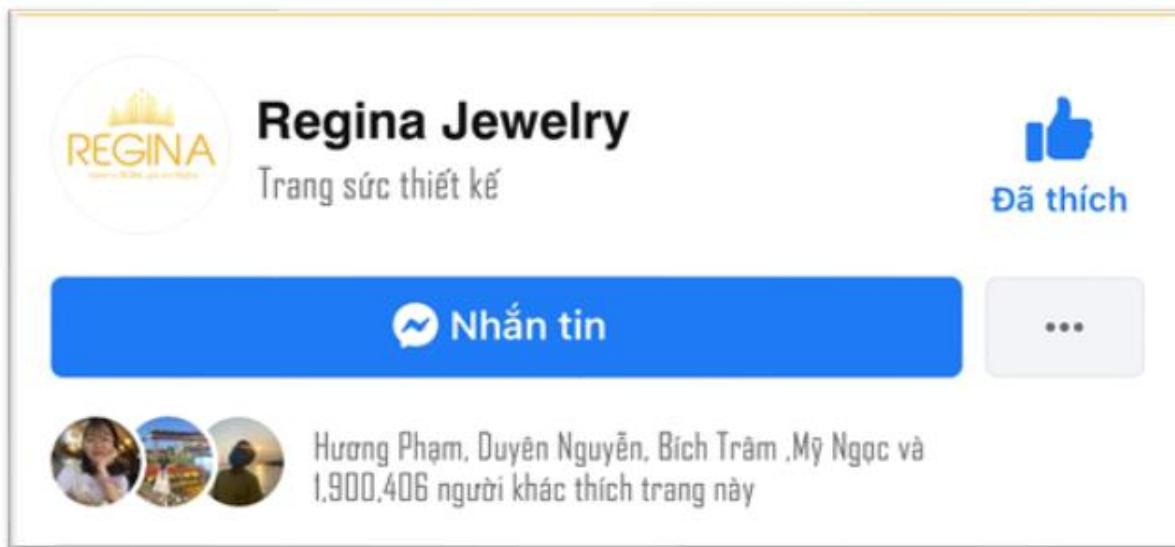


Figure 8: REGINA's facebook fanpage

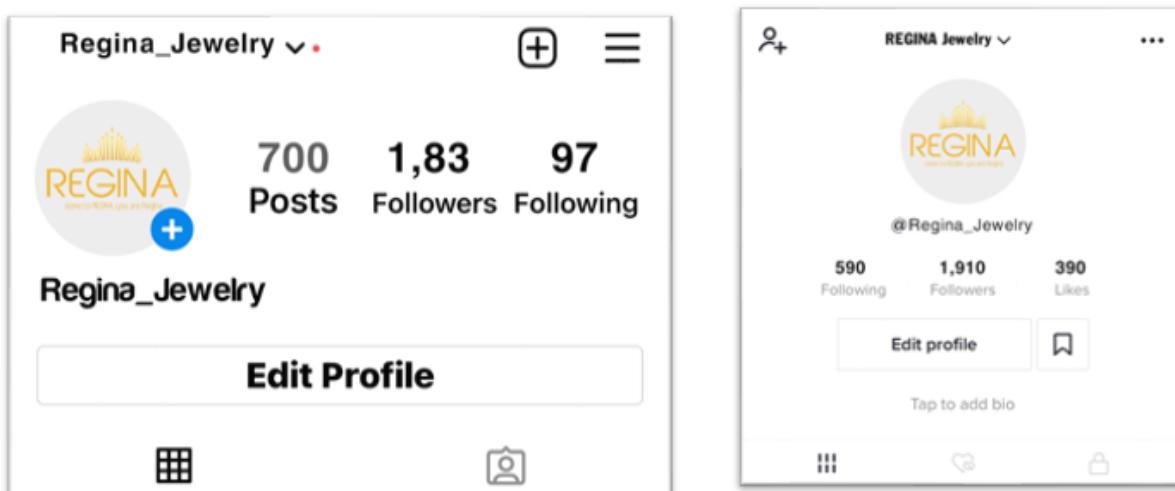


Figure 9:REGINA's instagram fanpage

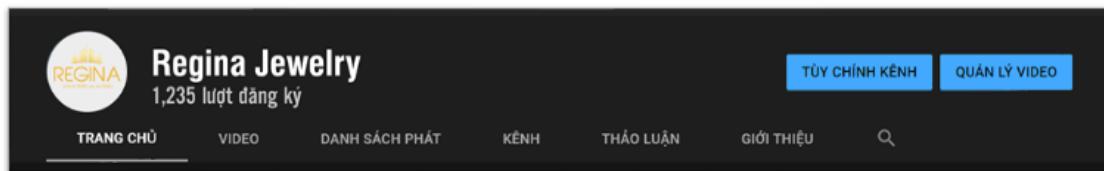


Figure 10: REGINA's youtube channel



Figure 11: Banner free design cost



Figure 12: Discount voucher

12.2. RETAIN CUSTOMER

Customer loyalty is the act of choosing one company's products and services consistently over their competitors. When a customer is loyal to one company, they aren't easily swayed by price or availability. They would rather pay more and ensure the same quality service and product they know and love. Loyal customers are the foundation of any business — without customers there is no business. In this article, we will give the best plans and plans to retain customers of our company.

12.2.1. Customer services

Depending on the case, we will carry out warranty and repair policies for customers. In case the product is damaged with minor defects such as broken clasps, broken or broken, we will perform a lifetime free repair. In addition, we also have cleaning and polishing service for our products, and of course it will be free.

12.2.2. Capture Information of customers

We will create a channel; it will collect necessary information about the customer. Basic and essential information such as their name, phone number, email address, home address and date of birth, which are all great ways to get in touch with your customers to offer them coupons and special offers. In it, the date of birth is

important so that you can find out the age group or demographic of your customers, help us to create imagery and copy that will entice them. A great promotion idea is to send them a promotional birthday email for a deep discount on the week or month of their birthday. Then we will be able to nurture them on our mailing list, engaging with them long after their first purchase and beyond.

12.2.3. Promotions

We will through email marketing and mobile SMS text messaging to tell customers when there are sales, special offers or events. To be more efficient, segmenting our email marketing list by customers who are interested in specific types of products will make it easier to make targeted offers featuring the products that they would be most interested in. In addition, we will also have special incentives if customers bring acquaintances to buy, they will earn points, receive vouchers for the next purchase as well as other buyers will get discounts. . In addition, every time a customer buys a product, a voucher will be given to the next purchase. All such vouchers will also be stored on the company's channel, for the convenience of reminding and informing customers. We will through email marketing and mobile SMS text messaging to tell customers when there are sales, special offers or events. To be more efficient, segmenting our email marketing list by customers who are interested in specific types of products will make it easier to make targeted offers featuring the products that they would be most interested in. In addition, we will also have special incentives if customers bring acquaintances to buy, they will earn points, receive vouchers for the next purchase as well as other buyers will get discounts. . In addition, every time a customer buys a product, a voucher will be given to the next purchase. All such vouchers will also be stored on the company's channel, for the convenience of reminding and informing customers.

12.2.4. Loyalty Program

Based on the revenue the customer contributes to our company, we will provide the customer with different types of loyalty cards. These are vip cards, with great offers depending on the level of the card, including the following cards: copper card (total purchase from 50 million VND), silver card (total purchase from 70 million VND), Gold

card (total amount to buy from 120 million VND), platinum card (total purchase amount from 200 million VND). For each card, we will provide the services, the preferences vary, but in general it will be the customer care service, preferential prices. In particular, we will also have programs of loyalty and gratitude.



Figure 13:: Membership card

12.2.5. Establish a Sense of Familiarity and Branding

Create a branded experience that is dependable and cohesive so that your customers know what to expect from công ty and can identify your brand out of a lineup. That means it needs to be unique and consistent. Create uniqueness and consistent messaging and visuals in our emails and social media promotions. Ngoài ra, Packaging is important, especially for the jewelry industry. Chúng tôi sẽ đảm bảo các sản phẩm được đóng gói carefully as a way that shows the customer, we value them and that creates a special experience when they receive the shipped item in the mail.

CHAPTER 2: WEBSITE BUILDING

1. WEBSITE OVERVIEW

The reason why we choose to create jewelry ecommerce website is that: (1) The potential market of jewelry business is large and diversified; (2) Never lack of demand; (3) Up-to-date jewelries always attract women; (4) Nowadays, the access of women to jewelries website is extending, due to the convenience and development of social network. Moreover, the ecommerce market is a competitive market that can attract customers to explore where they want to buy their products, so that we would like to create a confidential platform that satisfies customers and gives them many opportunities to decide. Also, if customers want private designs, they can order directly from the website.

The primary focus of any jeweller is to drive more prospects. Jewellery business is a competitive field. Everyone wants to attract more eyeballs on their latest launch and convince people to buy them. The ultimate aim of any brand is to represent itself in the global arena. But it is not possible to reach the more extensive section of the society only through a physical storefront. Since the evolution of the digital marketplace, the scenario has drastically changed. The more significant percentage of consumers primarily conduct research and decision making online. They tend to look up for stores online before visiting the brick and mortar location. Website give us an effective way to represent ourselves in the digital space. It helps to create a robust brand identity and take our products to a broader section of the audience. That is why the website takes the main role of our business. It shows and sells products, bringing any other activities such as buying, exchanging products, and ordering their own private designs which were in the past only conducted at stores.

We want to provide customers with the most efficient, convenient experience possible to those looking for information on our business before visiting the store. Moreover, we want to satisfy customers with convenience when ordering online, or research the products before they make the decision on what to buy. Some studies have shown that humans process visual images much faster than text, so to the brain, the way something looks can be processed faster – and perhaps make a bigger impression – than the way something reads.

We choose iridescent yellow, white as the main colors. These colors bring customers luxurious and comfortable looks, they also affect customers' feelings as they are gentle, courtesy and elegant.

Criteria of designing website is that (1) Clean, simple layout with focus on the jewelry: This means clean background colors like white or pale gray, very simple navigational options, clear text in basic fonts, and a clutter-free browsing experience without excessive pop-ups, banner ads, sidebars, or links; (2) Inspiring, motivational images and calls to action: Website should not consist only of photos of jewelry. Strong calls to action are necessary to change the thoughts of shoppers from "that looks nice" to "I should buy that." One of the best ways to change a browser into a serious shopper is with a motivational image; (3) Mobile-friendly website construction: a growing majority of consumers are researching future large purchases on their phones; (4) Sensible organization and navigational options: websites should have a structure and organization that makes sense to visitors, menus and navigation options should be clear and easy to follow.

Our website is designed suitable for women, there are some main principles of web design able to draw female customers: (1) Enough white space as fair pastel background is relaxing for the eye and does not distract from the essential content; (2) Quality imagery - Professional high-resolution photos add beauty to the design; (3) Easy intuitive navigation quickly leading to the desired product - Contrasting call-to-action buttons also shouldn't be neglected; (4) Clean and clear design elements create the illusion of purity, freshness and professionalism - Transparency effect helps to add tenderness to the layout (5) Reserved palette - It's better to use not more than three colors in order not to confuse the user with extra diversity; (6) Harmonious element placement - Once entering the website a user should know where to look first, the eyes shouldn't scamper about. The sitemap of REGINA website

2. WEBSITE DESCRIPTION

2.1. SITEMAP

With the criterion of meeting almost the necessary requirements of e-commerce website, our website includes 3 main parts: Header, Content, Footer

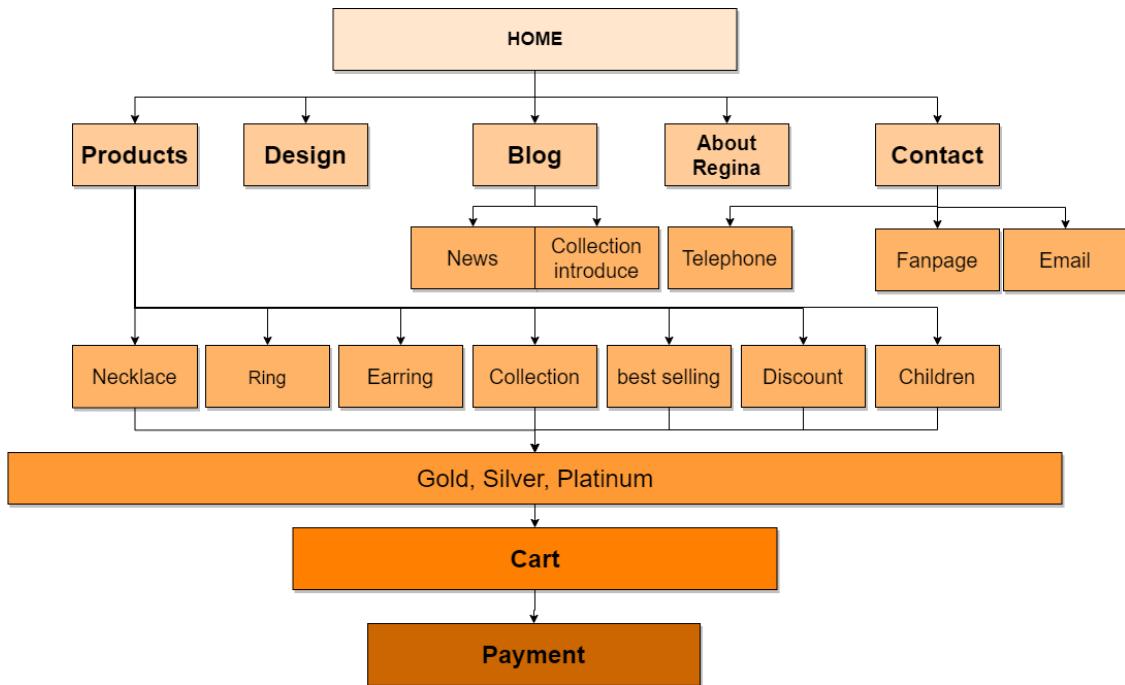


Figure 14: The sitemap of REGINA website



Figure 15: REGINA's website structure by class

- The website focuses on highlighting the image of product banners to help attract customers' eyes.
- Banner is designed and updated continuously based on the events, the items are imported for the fastest information to customers
- The company's recommended products are displayed in a variety of sharpness, full of designs to help attract customers when viewing the website.

- The logo is designed based on the main color in sync with the website color - the text and the icons are in iridescent gold on a blue and white background - bringing a warm, luxurious and sophisticated feeling to the viewer.



Figure 16: REGINA's logo

The overall logo includes the company's name, logo, and slogan: "Come to REGINA, you are Regina". The slogan expresses nobility, brings a sense of luxury, is inspired by the image of Queen Elizabeth - a woman of power, talent, and beauty. In addition, the slogan itself contains the brand name Regina, this will leave an impression on the reader as well as the listener. With the intention of the brand being able to catch the eye of the viewer from the first second, Regina is enlarged, separated by a row to create a highlight.

2.2. DETAILED DESCRIPTION

2.2.1. Banner

The banner section is designed at the top of the website homepage and will be inter-updated depending on the events, promotions on the major festivals of the year. When you click on the banner, depending on the ongoing program, customers will be directed to a link of products that are being offered discounts as well as newly imported items. Moreover, the banner section is arranged at the top of the web page to increase the attention of customers when visiting the website.

COME TO REGINA. YOU ARE REGINA.



🔍

Đang nhập / Đăng ký
Tài khoản của tôi
Giỏ hàng

[Sản phẩm](#)
[Khuyến mãi](#)
[Thiết kế](#)
[Blog](#)
[Giới thiệu](#)



Shop the Look

Celebrate the moment and add some new pieces to your jewelry wardrobe, just enough magic to let you shine.

SHOP NOW

Come to Regina, You are Regina

Xin chào! Chúng tôi có thể giúp gì cho bạn?



Call us. 



🔍

Đang nhập / Đăng ký
Tài khoản của tôi
Giỏ hàng

[Sản phẩm](#)
[Khuyến mãi](#)
[Thiết kế](#)
[Blog](#)
[Giới thiệu](#)



Custom Jewelry

DESIGN NOW

Thiết kế ngay một sản phẩm độc nhất chỉ dành riêng cho chính bạn



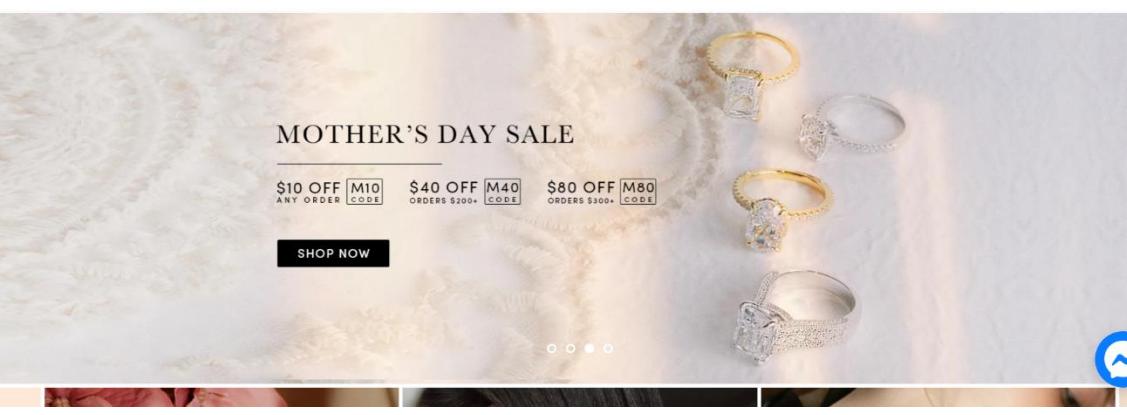
Call us. 



🔍

Đang nhập / Đăng ký
Tài khoản của tôi
Giỏ hàng

[Sản phẩm](#)
[Khuyến mãi](#)
[Thiết kế](#)
[Blog](#)
[Giới thiệu](#)



MOTHER'S DAY SALE

\$10 OFF M10

\$40 OFF M40

\$80 OFF M80

SHOP NOW



Call us. 

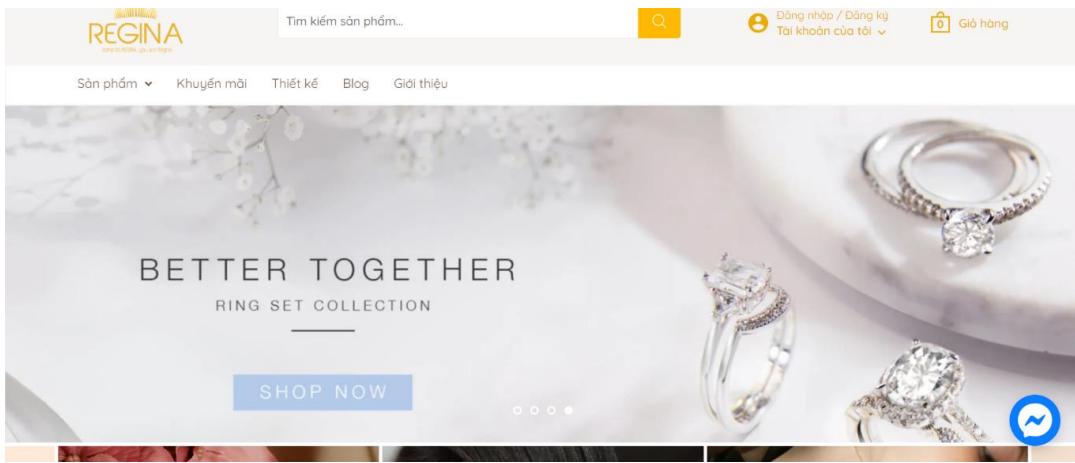


Figure 17: The banner of Regina's website

2.2.2. Footer

The footer section at the bottom of the page provides the necessary information, as well as inter-channels contact, customer support policies, ... If you have any problem or want to contact Regina with just one click, customers can communicate with them company staff. In addition to the avocado contact information such as a hotline, showroom address, email, ... Regina customers can also contact us through our contact channels directly like Zalo, Fanpage, Facebook Messenger,... with just one click the icon is located along the right side of the footer.



Figure 18: The footer of REGINA's website

Sign up for newsletter:

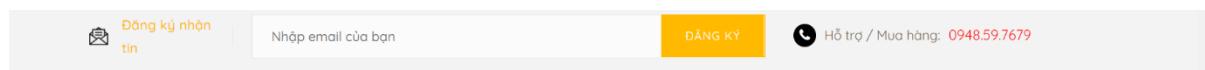


Figure 19: The sign-up bar of REGINA's website

In this part, when customers register to receive website flyer information by personal email, they will receive many attractive incentives: Receive email information about offers in the month; Receive happy birthday email for customers who are

registered members; Registered customers will receive many preferential vouchers, as well as be given more priority in the promotions that take place.

2.2.3. Home page

Right after accessing the Regina website under the link <https://202is2107nhom04.myharavan.com/>, pop up for membership for customers and pop-ups appear to provide the latest and hottest information from company.

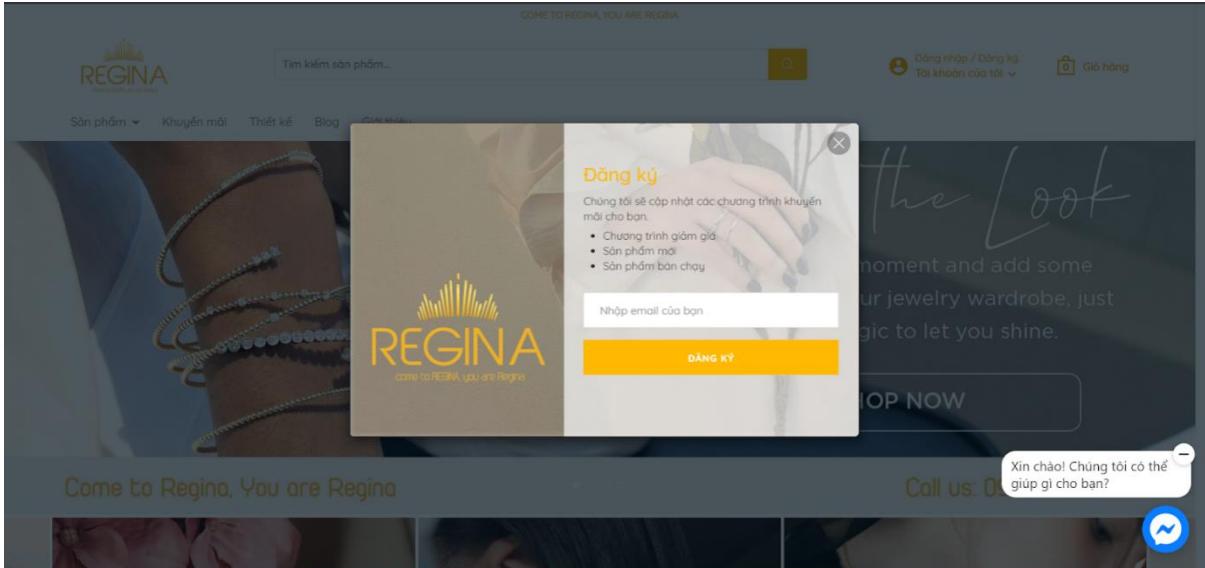


Figure 20: The home page of REGINA's website

The top of the page is the company slogan and the left corner of the website is the Regina company name and logo, followed by the navigation menu bar containing the Products items, Promotion, Design, Blog, Referral, and other functional buttons such as Product Search Box, Your Account, and Shopping Cart. The banner section contains many slides with information about products such as rings, earrings, necklaces, and products for children on holiday promotions, products in new categories. import, ... The banner is arranged at the top of the homepage, appearing after turning off the popup section, so it is easy to attract the attention of customers when visiting the website.

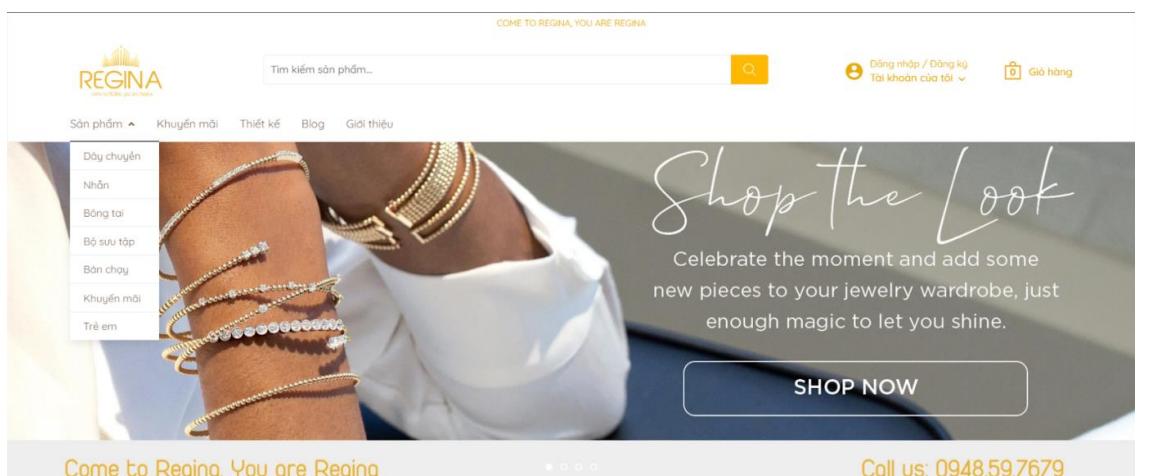


Figure 21: The home page of REGINA's website

2.2.4. Section banner categories

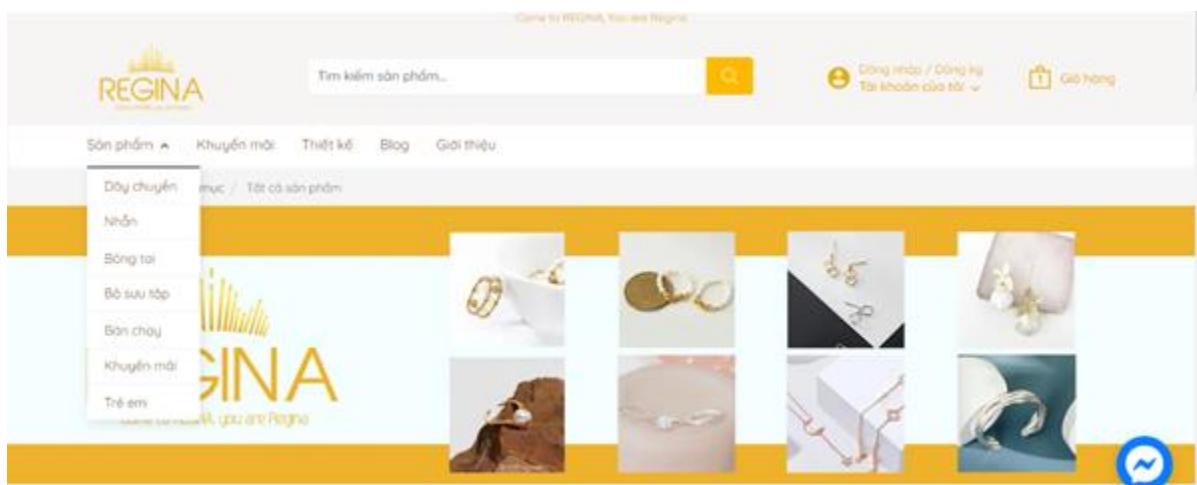


Figure 22: The banner categories of Regina's website

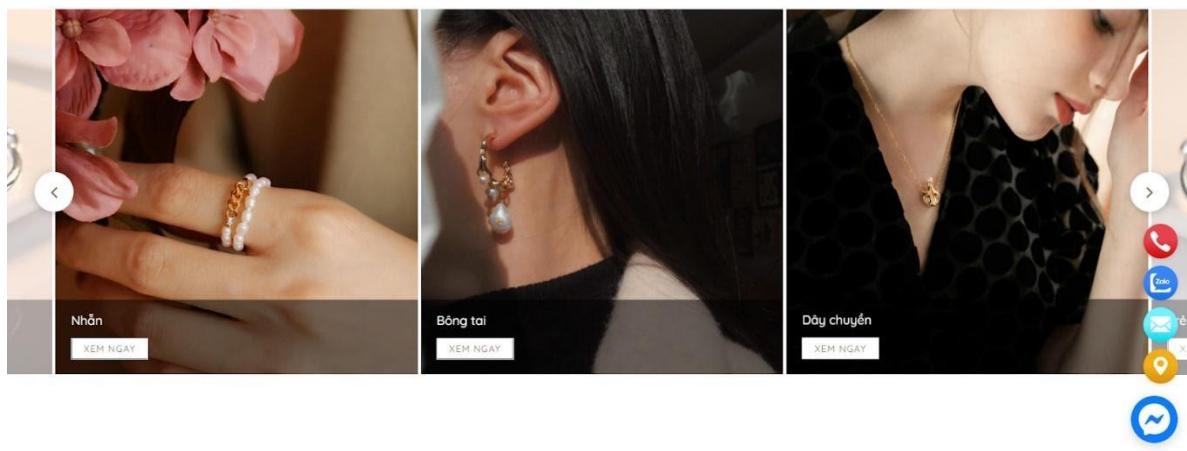


Figure 23: The banner categories of REGINA's website

Images representing each suitable product category, including necklaces, rings, and earrings, are beautifully designed and eye-catching to help attract customers to visit the product pages.

2.2.5. Product group section

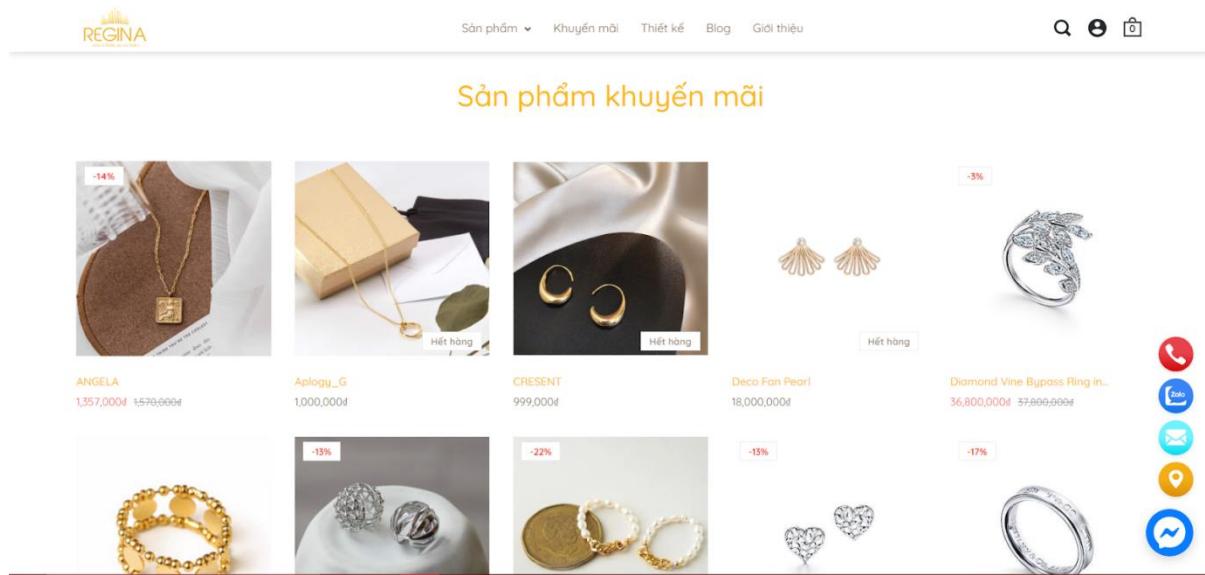


Figure 24: The promotional products of REGINA

The product group section suggests promotional products to be imported with full models, prices, and high-resolution images, helping customers to have a clear view of the product. In addition, when clicking on Promotion products, customers will be directed to a link that provides a full range of promotional products of the company on the website.

The same goes for collection products, bestsellers, necklace products, ring products, earring products, and especially children's products.

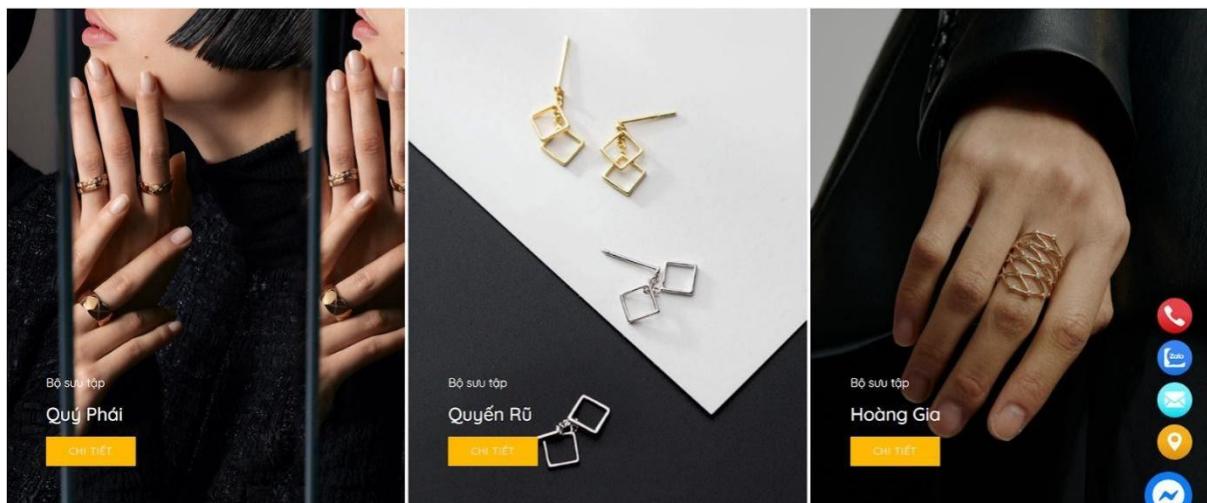


Figure 25: The collection products of REGINA



Figure 26: The children's products of REGINA

2.2.6. Product/Service page

Product page items are scientifically categorized, we choose to sort by category of jewelry products. When choosing the type of jewelry that they want to "visit", the customer will be directed to the product page.

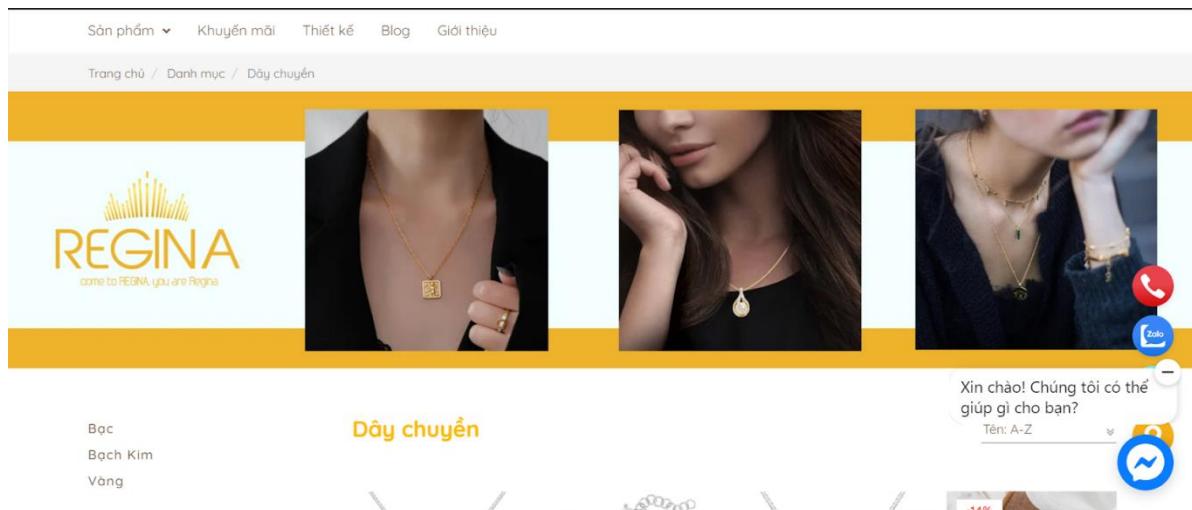


Figure 27: The product page of REGINA's website

The top part of the page is an image of striking jewelry samples, along with warm colors and eye-catching images, the website will create more excitement to choose products when making a purchase.



Figure 28: The chain products of REGINA

Below the page is a complete list of products available for customers to choose from choosing. With sales mainly through online website platforms, we take great care in terms of product quality as well as images to help customers have a clearer view of the product. Realistically captured product images with well-balanced composition and adequate lighting make it easy to give customers a friendly view of the product as well as make purchasing decisions.

2.2.7. Design page

BÀNG ĐĂNG KÝ TƯ VẤN THIẾT KẾ SẢN PHẨM ĐỘC QUYỀN TẠI REGINA

Họ và Tên: _____

SĐT: _____ Ngày sinh: 10/05/2021 _____

Địa chỉ Email: _____

SẢN PHẨM YÊU CẦU

Chất liệu: Vàng Bạc Bạch kim

Loại sản phẩm: Nhẫn Dây chuyền Bông tai
 Bộ sưu tập (Bao gồm nhẫn, dây chuyền và bông tai)

Ghi chú:

Chúng tôi sẽ sớm liên hệ và tư vấn về chính sách, mẫu sản phẩm phù hợp với bạn nhất!

GỬI ĐĂNG KÝ

Figure 29: The design form of REGINA

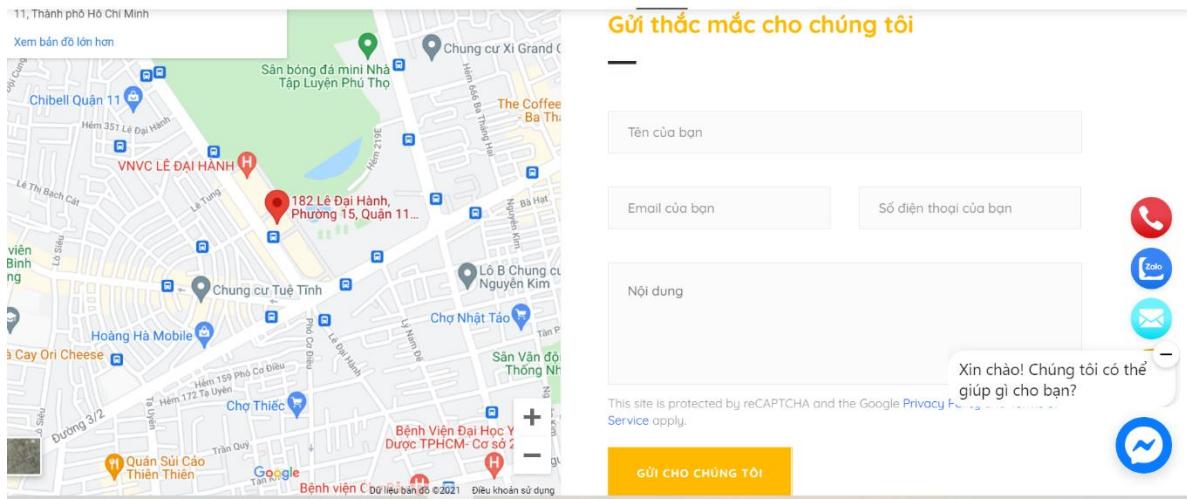


Figure 30: The design page of Regina

Regina Company has received design requirements from customers, customers can come directly to the company's address for advice and support to design products according to their requirements. Or if customers need to order designs according to their designs through the website, please fill out the information in the section Send inquiries to us, especially write the full content of design requirements such as material, price, size, type of jewelry, ... From there, the company will contact customers to know for sure product requirements and design products.

2.2.8. Product search page

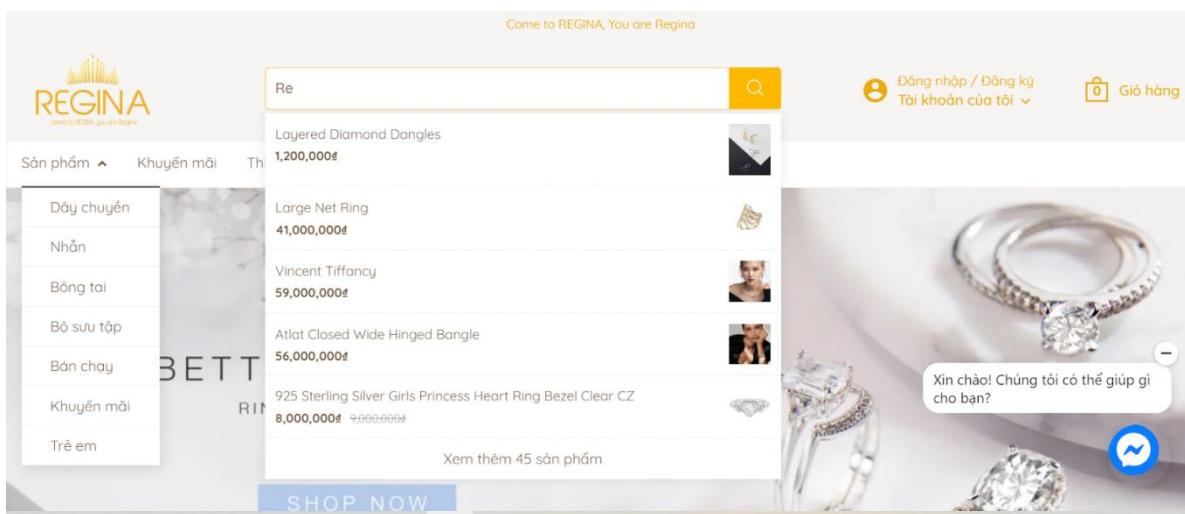


Figure 31: The product search page of REGINA

Customers can easily and quickly search for the type of product they want to buy through the Product Search page to save time and convenience for customers.

2.2.9. Account and cart page

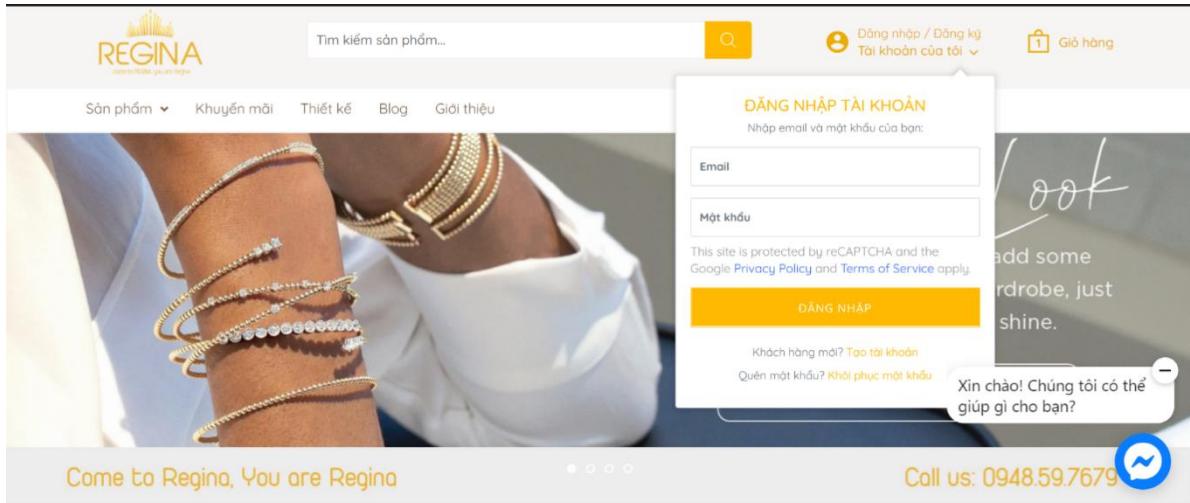


Figure 32: The account page of REGINA

Customers can register or log in to accounts by email and password previously registered to monitor the website as well as get more incentives from the company.

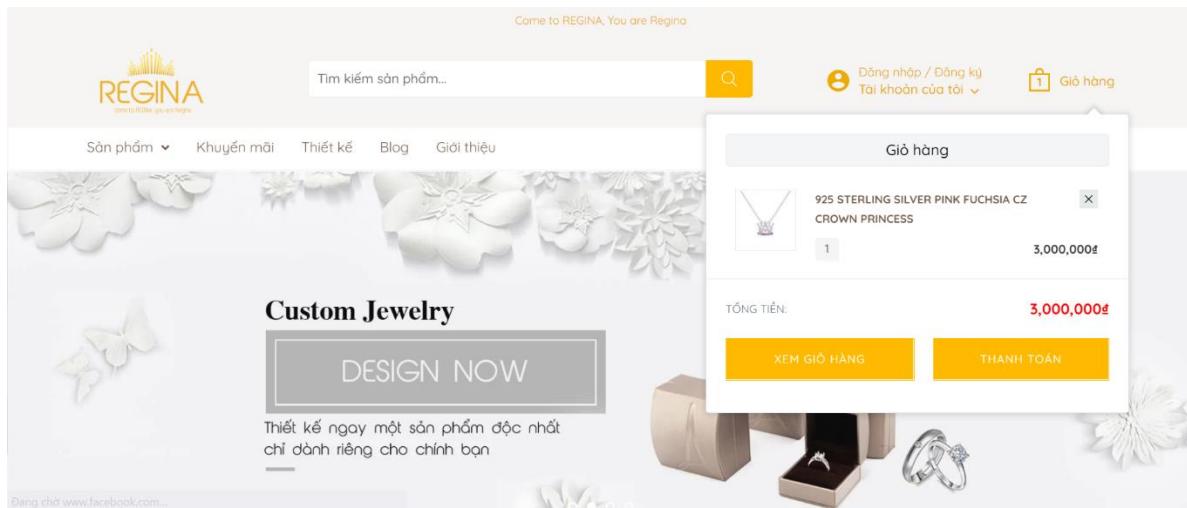


Figure 33: The cart page of REGINA

Giỏ hàng của bạn

Có 1 sản phẩm trong giỏ hàng

 925 Sterling Silver Pink Fuchsia CZ Crown Princess 3,000,000đ - 1 + <hr/> Ghi chú đơn hàng Ghi chú	X Thông tin đơn hàng Tổng tiền: 3,000,000đ Phí vận chuyển sẽ được tính ở trang thanh toán. Bạn cũng có thể nhập mã giảm giá ở trang thanh toán. THANH TOÁN Tiếp tục mua hàng
---	--

Figure 34: The cart page of REGINA

Customers can review the products they have selected in the shopping cart. With a simple design, focusing more on product information including image, price, product description, ... helps customers to consider more carefully before making a purchase decision. After the customer has decided to buy the product, enter the shipping information and payment method to complete the ordering process.

The screenshot shows the shopping cart page for REGINA. At the top left is the brand logo 'REGINA'. Below it is a breadcrumb navigation: Giỏ hàng > Thông tin giao hàng > Phương thức thanh toán. The main content area is titled 'Thông tin giao hàng' and includes fields for 'Họ và tên', 'Email', 'Số điện thoại', 'Địa chỉ', 'Tỉnh / thành Chọn tỉnh / thành', and 'Quận / huyện Chọn quận / huyện'. A blue button at the bottom right says 'Tiếp tục đến phương thức thanh toán'. To the right is a detailed view of the cart items:

Sản phẩm	Mô tả	Giá
	925 Sterling Silver Pink Fuchsia CZ Crown Princess	3,000,000đ
Mã giảm giá		Sử dụng
Tạm tính	3,000,000đ	
Phi vận chuyển	—	
Tổng cộng	VND 3,000,000đ	

Figure 35: Ordering process of REGINA 's website

The screenshot shows the payment selection step of the ordering process. At the top left is the brand logo 'REGINA'. Below it is a breadcrumb navigation: Giỏ hàng > Thông tin giao hàng > Phương thức thanh toán. The main content area is titled 'Phương thức vận chuyển' and shows a single option 'Giao hàng tận nơi' with a cost of '0đ'. Below it is the 'Phương thức thanh toán' section, which also shows a single selected option 'Thanh toán khi giao hàng (COD)'. A blue button at the bottom right says 'Hoàn tất đơn hàng'. To the right is a detailed view of the cart items:

Sản phẩm	Mô tả	Giá
	925 Sterling Silver Pink Fuchsia CZ Crown Princess	3,000,000đ
Mã giảm giá		Sử dụng
Tạm tính	3,000,000đ	
Phi vận chuyển	Miễn phí	
Tổng cộng	VND 3,000,000đ	

Figure 36: Ordering process of REGINA 's website

REGINA

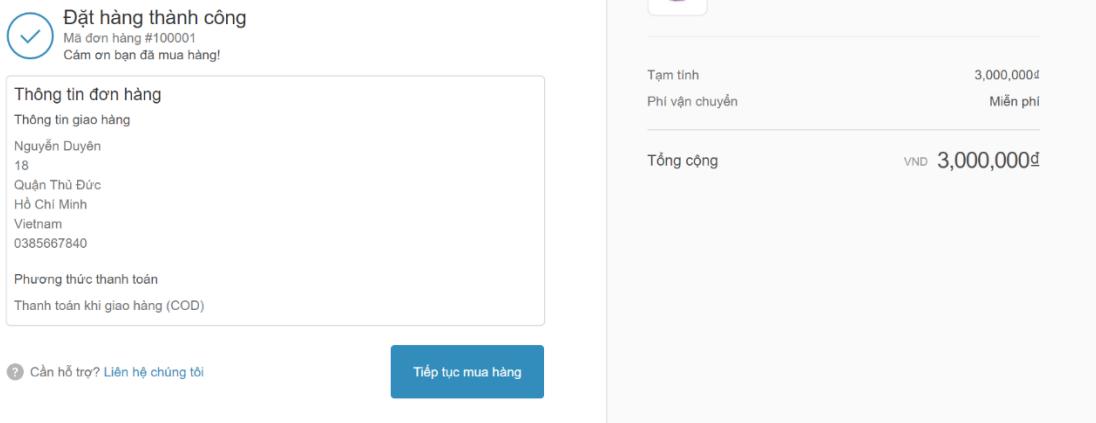


Figure 37: Ordering process of REGINA's website

2.2.10. Brand introduction



Figure 38: The introduction page of REGINA's website

A brief introduction to the brand, as well as the goals Regina wants to achieve in the future. Using Figures with warm and luxurious color tones and content close to the reader, the introduction will create sympathy, contributing to bringing a sense of sympathy to customers, especially those who visit the site for the first-time web

2.2.11. Blog page

Here, we provide several useful articles on the selection of jewelry and its benefits, to provide certain knowledge to the customer, to complement the selection of the necessary products by the needs of customers.

Sản phẩm Khuyến mãi Thiết kế Blog Giới thiệu

Trang chủ / Tin tức

BÀI VIẾT MỚI NHẤT

Chọn trang sức theo phong thủy
K194060860 - Phạm Thị Mỹ Ngọc 01.05.2021

LỢI ÍCH CỦA VIỆC ĐỔI MỚI TRANG SỨC
2021S2107nhom04 18.03.2021

Tin tức

Chọn trang sức theo phong thủy
Người viết: K194060860 - Phạm Thị Mỹ Ngọc / 01.05.2021
Thiên nhiên luôn ẩn chứa trong mình những vẻ đẹp lung linh, huyền ảo. Từ sự hòa hợp của 5 yếu tố ngũ hành trong vũ...

LỢI ÍCH CỦA VIỆC ĐỔI MỚI TRANG SỨC
Người viết: 2021S2107nhom04 / 18.03.2021
Trang sức luôn gắn liền với các quí cò, ví dụ ở bất cứ nơi đâu hay mix & match với bộ trang phục nào...

DANH MỤC BLOG

Giới thiệu bộ sưu tập
Tin tức

Xin chào! Chúng tôi có thể giúp gì cho bạn?

Figure 39: The blog page of REGINA's website

Trang chủ / Giới thiệu bộ sưu tập

Giới thiệu bộ sưu tập

BÀI VIẾT MỚI NHẤT

Bộ sưu tập Hoàng Gia
K194060860 - Phạm Thị Mỹ Ngọc 04.05.2021

Bộ sưu tập Quý Phái
K194060860 - Phạm Thị Mỹ Ngọc 04.05.2021

Bộ sưu tập Hoàng Gia
Người viết: K194060860 - Phạm Thị Mỹ Ngọc / 04.05.2021
Đối với bất kỳ ai, trang sức luôn là phụ kiện không thể thiếu và mang nhiều ý nghĩa khác nhau. Có thể đó là...

Bộ sưu tập Quý Phái
Người viết: K194060860 - Phạm Thị Mỹ Ngọc / 04.05.2021
Đối với bất kỳ ai, trang sức luôn là phụ kiện không thể thiếu và mang nhiều ý nghĩa khác nhau. Có thể đó là...

DANH MỤC BLOG

Giới thiệu bộ sưu tập
Tin tức

Figure 40: The blog page of REGINA's website

2.2.12.Customer support page

Liên kết

[Hướng dẫn chọn size trang sức](#)

[Chính sách thanh toán](#)

[Chính sách đổi trả](#)

[Chính sách bảo mật](#)

[Chính sách khách hàng thân thiết](#)

[Điều khoản dịch vụ thiết kế](#)

Figure 41: Customer support page

HƯỚNG DẪN CÁCH ĐO SIZE, KÍCH CỠ NHẪN

REGINA sẽ hướng dẫn bạn cách đo kích thước nhẫn tại nhà & cách bì mót do nhẫn để tạo bất ngờ cho món quà dành tặng người thân, nhất là đối với những thời khắc đặc biệt trong đời. Với những bí quyết trong bài, bạn có thể dễ dàng mua sắm nhẫn vàng, nhẫn bạc, nhẫn cưới, nhẫn kim cương hay nhẫn đeo ngay trên online mà không còn gì phải lo ngại.

Mục lục:

1. BẢNG SIZE NHẪN REGINA

2. NHỮNG CÁCH ĐƠN GIẢN NHẤT ĐỂ ĐO SIZE NHẪN.

1. Đo bằng tơ giày & thước.
2. Đo theo 1 chiếc nhẫn có sẵn.
3. Tới trực tiếp cửa hàng để được tư vấn.

3. NHỮNG LƯU Ý KHI ĐO.

1. Kích cỡ ngón tay phụ thuộc nhiệt độ.
2. Chú ý độ dày của nhẫn.
3. Để ý những khớp tay.
4. Đo lại nhiều lần để có số liệu chính xác nhất.
5. Size nhẫn nam và nữ có khác nhau không?

4. NHỮNG MẸO ĐO SIZE NHẪN BÌ MẶT.

1. Mượn nhẫn của người mình muốn tặng.
2. Nhờ người thân.
3. Quan sát và ước lượng.
4. Giả vờ nhờ người âu thú nhẫn để giúp bạn mua tặng người khác.
5. Bì mót do một cách tự nhiên.

5. CHÍNH SÁCH CHỈNH LẠI SIZE NHẪN REGINA

A. BẢNG SIZE NHẪN REGINA



Figure 42: Guide to measuring ring size of REGINA

Phương thức thanh toán

1. Thanh toán tiền mặt trực tiếp tại cửa hàng:

Nhận hàng và thanh toán trực tiếp với nhân viên giao hàng/ tại cửa hàng.

Lưu ý: Các đơn hàng thanh toán khi nhận hàng có giá trị từ 30,000,000 VND. REGINA nhận cọc 30% giá trị đơn hàng trước khi giao hàng.

Quý khách có thể thanh toán chuyển khoản từ tài khoản cá nhân của mình đến tài khoản của REGINA

1. Thanh toán bằng chuyển khoản

REGINA JEWELRY LIMITED LIABILITY COMPANY

- Vietcombank
- Branch: HCMC
- Account holder: REGINA JEWELRY CO.,LTD
- Account number: 092301007896
- Content: <Customer's Name> <Carrier's name> <Sale Order> <Phone number> <Amount>

Lưu ý:

1. Ngay sau khi chuyển khoản thành công, Quý khách vui lòng gọi đến hotline: 1800 54 54 57 để gặp Tư vấn viên hỗ trợ

2. Thời gian REGINA nhận được tiền chuyển trong ngày (đối với cùng ngân hàng) và từ 1 đến 3 ngày (đối với chuyển khác ngân hàng)

3. Phí chuyển tiền sẽ do khách hàng chịu phí. Quý khách vui lòng kiểm tra với ngân hàng trước khi chuyển.

Để sử dụng phương thức thanh toán này, tài khoản ngân hàng của quý khách cần đăng ký dịch vụ Internet Banking với ngân hàng. REGINA hiện hỗ trợ thanh toán cho phần lớn các ngân hàng tại Việt Nam.



Figure 43: The payment methods of REGINA 's website



Chính sách đổi trả

1. Điều kiện đổi trả

Quý Khách hàng cần kiểm tra tình trạng hàng hóa và có thể đổi hàng/ trả lại hàng ngay tại thời điểm giao/nhận hàng trong những trường hợp sau:

- Hàng không đúng chủng loại, mẫu mã trong đơn hàng đã đặt hoặc như trên website tại thời điểm đặt hàng.
- Không đủ số lượng, không đủ bộ như trong đơn hàng.
- Tình trạng bên ngoài bị ảnh hưởng như rách bao bì, bong tróc, bể vỡ...

Khách hàng có trách nhiệm trình giấy tờ liên quan chứng minh sự thiếu sót trên để hoàn thành việc hoàn trả/dổi trả hàng hóa.

2. Quy định về thời gian thông báo và gửi sản phẩm đổi trả

- **Thời gian thông báo đổi trả:** trong vòng 48h kể từ khi nhận sản phẩm đổi với trường hợp sản phẩm thiếu phụ kiện, quà tặng hoặc bể vỡ.
- **Thời gian gửi chuyên trả sản phẩm:** trong vòng 14 ngày kể từ khi nhận sản phẩm.
- **Địa điểm đổi trả sản phẩm:** Khách hàng có thể mang hàng trực tiếp đến văn phòng/ cửa hàng của chúng tôi hoặc chuyển qua đường bưu điện.

Trong trường hợp Quý Khách hàng có ý kiến đóng góp/khiếu nại liên quan đến chất lượng sản phẩm, Quý Khách hàng vui lòng liên hệ đường dây chăm sóc khách hàng của chúng tôi.



Figure 44: The product returns policy reforms of REGINA



Chính sách bảo mật

Chính sách bảo mật này nhằm giúp Quý khách hiểu về cách website thu thập và sử dụng thông tin cá nhân của mình thông qua việc sử dụng trang web, bao gồm mọi thông tin có thể cung cấp thông qua trang web khi Quý khách đăng ký tài khoản, đăng ký nhận thông tin liên lạc từ chúng tôi, hoặc khi Quý khách mua sản phẩm, dịch vụ, yêu cầu thêm thông tin dịch vụ từ chúng tôi.

Chúng tôi sử dụng thông tin cá nhân của Quý khách để liên lạc khi cần thiết liên quan đến việc Quý khách sử dụng website của chúng tôi, để trả lời các câu hỏi hoặc gửi tài liệu và thông tin Quý khách yêu cầu.

Trang web của chúng tôi coi trọng việc bảo mật thông tin và sử dụng các biện pháp tốt nhất để bảo vệ thông tin cũng như việc thanh toán của khách hàng.

Mọi thông tin giao dịch sẽ được bảo mật ngoại trừ trong trường hợp cơ quan pháp luật yêu cầu.



Figure 45: The privacy policy of REGINA



Chính sách khách hàng thân thiết

Chương trình KHTT của REGINA được xây dựng với mong muốn mang lại cho khách hàng những quyền lợi cao nhất khi mua hàng tại hệ thống. Khách hàng sẽ được hưởng những quyền lợi đặc biệt khi tham gia và trở thành KHTT của REGINA thông qua tài khoản khách hàng.

Tài khoản khách hàng Bạc: tương đương 30 điểm.

Tài khoản khách hàng Vàng: tương đương 100 điểm.

Tài khoản khách hàng Bạch Kim: trên 200 điểm.

- Mỗi khách hàng chỉ sở hữu 01 mã tài khoản Kết Nối trong chương trình KHTT
- REGINA sẽ hỗ trợ tra cứu thông tin mã tài khoản Kết Nối của Quý khách hàng thông qua Số điện thoại Quý khách cung cấp khi tham gia chương trình.
- Thời gian tích lũy điểm là **VĨ THỜI HẠN**.

QUYỀN LỢI CHĂM SÓC

Tất cả các Quyền lợi chăm sóc chỉ áp dụng cho chính chủ tài khoản

- Được chăm sóc đặc biệt vào các dịp Sinh nhật, lễ, Tết...
- Được hưởng nhiều ưu đãi hấp dẫn từ các đối tác của REGINA
- Được nhận thông báo về sản phẩm mới, chương trình ưu đãi...
- Được gửi tặng catalogue, lịch, tạp chí...

Figure 46: The loyalty policy of REGINA



Điều khoản dịch vụ

1. Giới thiệu

Chào mừng quý khách hàng đến với website chúng tôi.

Khi quý khách hàng truy cập vào trang website của chúng tôi có nghĩa là quý khách đồng ý với các điều khoản này. Trang web có quyền thay đổi, chỉnh sửa, thêm hoặc lược bỏ bất kỳ phần nào trong Điều khoản mua bán hàng hóa này, vào bất cứ lúc nào. Các thay đổi có hiệu lực ngay khi được đăng trên trang web mà không cần thông báo trước. Và khi quý khách tiếp tục sử dụng trang web, sau khi các thay đổi về Điều khoản này được đăng tải, có nghĩa là quý khách chấp nhận với những thay đổi đó.

Quý khách hàng vui lòng kiểm tra thường xuyên để cập nhật những thay đổi của chúng tôi.

2. Hướng dẫn sử dụng website

Khi vào web của chúng tôi, khách hàng phải đảm bảo đủ 18 tuổi, hoặc truy cập dưới sự giám sát của cha mẹ hay người giám hộ hợp pháp. Khách hàng đảm bảo có đầy đủ hành vi dân sự để thực hiện các giao dịch mua bán hàng hóa theo quy định hiện hành của pháp luật Việt Nam.

Trong suốt quá trình đăng ký, quý khách đồng ý nhận email quảng cáo từ website. Nếu không muốn tiếp tục nhận mail, quý khách có thể từ chối bằng cách nhấp vào đường link ở dưới cùng trong mọi email quảng cáo.

3. Thanh toán an toàn và tiện lợi

Người mua có thể tham khảo các phương thức thanh toán sau đây và lựa chọn áp dụng phương thức phù hợp:

Cách 1: Thanh toán trực tiếp (người mua nhận hàng tại địa chỉ người bán)

Cách 2: Thanh toán sau (COD - giao hàng và thu tiền tận nơi)

Cách 3: Thanh toán online qua thẻ tín dụng, chuyển khoản

Xin chào! Chúng tôi có thể
giúp gì cho bạn?



Figure 47: The terms and service of REGINA

Regina focuses on developing business in the form of selling through the website, so customer support is carefully taken care of content, providing complete and accurate terms of service, security books, exchange and return immediately when customers need to find out.

CHAPTER 3: SUMMARY REPORT

1. PROJECT EVALUATION

1.1. SATISFY REQUIREMENT

REGINA company was established in accordance with the current law of Vietnam. The company targets women with average to good income in Vietnam, thereby creating a new, personalized jewelry line that suits the tastes and financial capabilities of most women.

1.2. NOT BEEN MET

The company has just been established, has not had much experience, so the number of products is not diversified, and it has not been directed to women with below-average incomes. At the same time, not meeting the development of technology, the production line has not yet integrated modern tools in the world.

1.3. LIMIT

- The company leaders are still young, do not have much experience in managing and leading the company
- There are not many branches across the provinces, restricting sales to customers in the province
- User tastes are constantly changing, so they have not fully grasped the wishes of consumers

1.4. DIFFICULTIES

- The competition is fierce from long-standing competitors
- Rapid development of technology
- Consumers' needs are constantly changing, elusive
- The jewelry market in the world in general and in Vietnam in particular is changing rapidly
- The company debuted at an epidemic, business was tough

1.5. ADVANTAGES

- Abundant equity
- The company's leaders are dynamic and full of enthusiasm
- Creative design department
- Available premises, exclusive production line

2. DEVELOPMENT ORIENTATION

The achieved successes are a process of efforts of all departments in the company, it is the effective leadership and direction of the company management, the efforts to work hard, and the dynamic of the staff. Besides these successes, it also has many limitations in its implementation and implementation. Because the team is young and inexperienced, difficulties and challenges are inevitable when facing a large market and a lot of competition. We will give solutions to overcome as well as the company's upcoming directions.

First, we will talk about the issue of ensuring the quality of human resources. The jewelry market is considered to be a relatively competitive market, so in order to develop well, it is extremely important to have a professional workforce. We have outlined policies to ensure and improve the quality of the company's human resources. Building a system of individual targets associated with the company's targets, we have thoroughly reviewed the core competency of key positions especially middle and senior managers to help them improve their disadvantages. We will provide a wide range of training to workers in manufacturing and business sectors to enhance their core competencies and professional capabilities. This training will help improve efficiency in improving the quality of our human resources. In addition, Recruiting more talented people to fulfil the demand of the company's increasing human resources under new organizational model, especially at the positions of: Strategy Director, IT Director, Creative Director and other important positions.

Next, is the evaluation, measurement and improvement of the process. We will quickly evaluate, measure and improve the process so that the performance of our departments will increase steadily. In the coming time, the company will step up to improve the quality of the company's management system to promote the compliance control activity, keep the system under tight control, and smoothly operate in the whole

company by self-assessment and internal quality reviews. Besides, implementing the strategy of information technology development in the new stage. The IT Department will be restructured both in quantity and quality to serve as strategic partners for other departments.

Besides, in the company's development orientation in the coming period. We will plan to expand sales branches to make it easier to connect with customers. In the near future, we are considering opening stores in some big cities such as Ho Chi Minh, Nha Trang, Da Nang, Hanoi. All four places are considered to be relatively high in consumption by customers. These are places with high average income, good living standards and abundant tourists, so having stores in these places is a great driving force to promote sustainable development in the future. In addition, in our further plans, we have also considered expanding in more places to achieve our goal of having a wide range of stores across the country.

From the successes of current products, in the future, we intend to make plans to develop and expand our product and service fields. We will supply new items to the market including bracelets, necklaces and charms. From the diversification of products in the market, we want to meet the needs and tastes of consumers on jewelry products.

In terms of market factor, in the company's next plan, we will promote product marketing activities to promote the company's brand and products in the market. Along with that, we will promote e-marketing to make marketing quickly and easily accessible to consumers. Besides, in order to strengthen the company's brand, we have plans to invest in TV shows, entertainment programs as well as artists' MVs, fashion shows, etc. With the customer-centric goal, we will implement well quality policies for our customers to maintain and develop the brand and market share. In addition, we will try to promote all resources, promote external relations, joint ventures, and linkage with foreign partners to be able to access the market more easily.

In addition, in the upcoming development plan, the company will develop an application for smartphones. This application has full web features, helping customers to convenient shop and updating customer account information. The application will provide blog posts about fashion styles, knowledge of jewelry coordination, and guide customers in product preservation and warranty. Jewelry design services also become more user-friendly by using chat bots to consult and collect customer requirements.

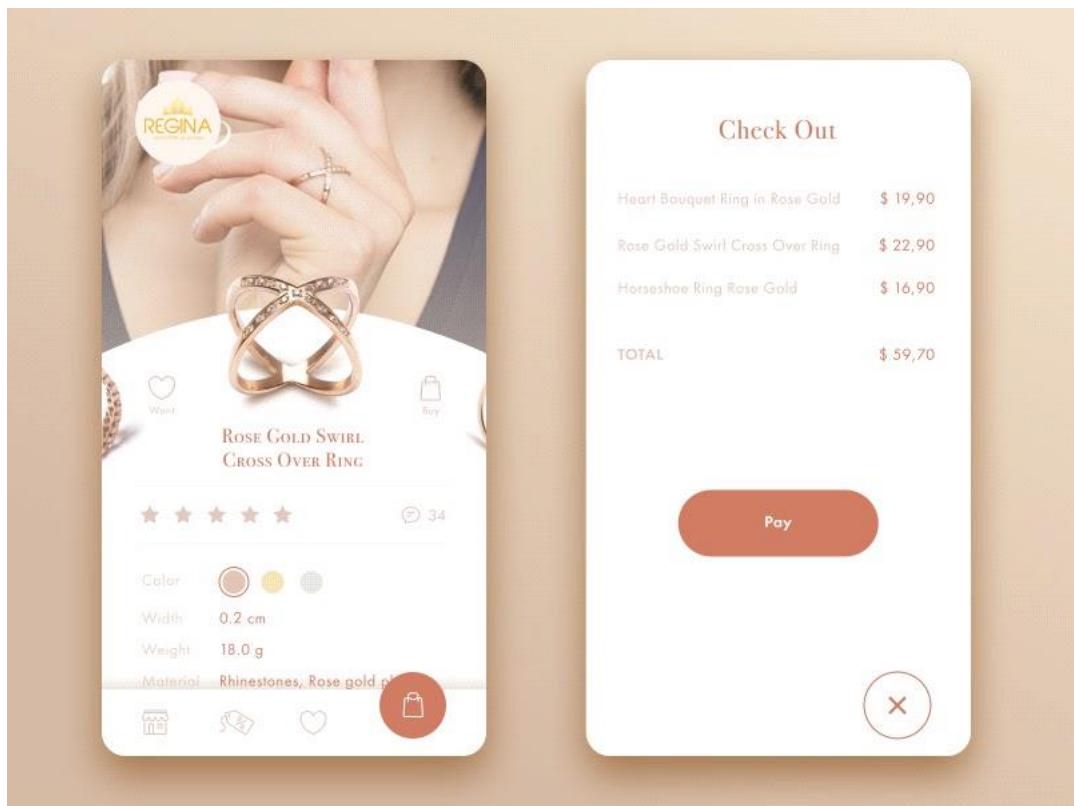


Figure 48: REGINA's mobile app

GROUP MEMBER EVALUATION FORM

Group member	Student ID	Full name	Assigned task	Percentage of completion	Overall performance (scale from 1 – Very bad to 5 - Excellent)	Note
1	K194020207	Bui Thi Tra My	Task 1: Write the overview of the project and company Task 2: Write the overview of the website Task 3: Make the website Task 4: Present company overview and business goals	90% 100% 100% ---	3	The review is meager and late deadlines several times
2	K194060845	Nguyen Thi Duyen	Task 1: Write market and customer analysis Task 2: Write the Porter's five forces model	100% 100%	5	.

			Task 3: Financial budgeting and allocation of funds Task 4: Write the organizational structure Task 5: Write illustrates the basic structure and detailed description of the website Task 6: Write the marketing strategy to attract customers Task 7: Make the website Task 8: Presents marketing strategy	100% 100% 100% 100% 100% ---		
3	K194060860	Pham Thi My Ngoc	Task 1: Write market and customer analysis	100%	5	

			Task 2: Write plan of payment and delivery Task 3: Create the products catalog Task 4: Write the company's policies Task 5: Make the website and logo of company Task 6: Make presentation slides Task 7: Make the presentation video Task 8: Presents project evaluation and development orientation	100% 100% 100% 100% 100% 100% ---		
4	K194060877	Chau Thi Bich Tram	Task 1: Write the business goals	100% 100%	5	

			Task 2: Write the Porter's five forces model Task 3: Write the environment and SWOT model Task 4: Write the marketing strategy to attract customers Task 5: Write the revenue model and the project evaluation Task 6: Make the website Task 7: Synthesize the content and adjust the text form Task 8: Presents the SWOT model	90% 100% 100% 100% ---		
5	K194060849	Pham Thi Thanh Huong	Task 1: Division of tasks and control of progress	100% 100%	5	

		<p>Task 2: Write the analysis of the competitive environment and competitive advantage</p> <p>Task 3: Write the technology solutions</p> <p>Task 4: Write the marketing strategy to retain customers</p> <p>Task 5: Write the development orientation</p> <p>Task 6: Make the website</p> <p>Task 7: Synthesize the content and adjust the text form</p> <p>Task 8: Presents the competitors</p>	100%	100%	100%	100%	---
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