



JEWELS OF JOY

BUSINESS BACKGROUND

- ▶ NAME: Jewels Of Joy
- ▶ LOCATION: Mall@ The Junction, Geranium Street, Rosettenville, Johannesburg, South Africa
- ▶ TYPE OF BUSINESS: Retail (Jewelry Store)
- ▶ PRODUCTS: High Quality Gold, Silver And Diamond Jewellery , Custom Made Pieces.

MARKETING RELATED THINKING BEHIND THE WEBSITE

- ▶ Target audiences: people who love stylish jewelry, gift shoppers and those celebrating special occasions
- ▶ Unique selling propositions (USP): elegant,,handcrafted jewellery with unique designs, offering personalization
- ▶ Brand identity and messaging: focus on luxury, craftsmanship and timeless beauty

MOTIVATION OF BUILDING A WEBSITE

- ▶ Showcasing collection: Display the latest designs and collections with high quality images
- ▶ Online shopping convenience: Allow customers to browse and purchase jewellery from anywhere
- ▶ Build Trust: share customer reviews , jewellery care tips and certification reviews
- ▶ Stay connected: send updates on new arrivals, sales and special promotions

OBJECTIVES OF HAVING A WEBSITE

- ▶ Increase visibility: Help more people discover and brand through online searches
- ▶ Expand customer base : Reach buyers beyond Johannesburg even across south Africa
- ▶ Improve customer service: provide contact options, FAQs and live chat for quick assistance
- ▶ Boost Sales: enable online payments and booking for customer orders