

ANKARA YILDIRIM BEYAZIT UNIVERSITY

BUSINESS FACULTY

INTERNSHIP PROJECT

GOFI JEWERLY



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MANAGEMENT INFORMATION SYSTEM

**What is Gofi Jewelry?**

It is an accessory company that produces personalized designs or designs requested by guests with its designers, support team, style consultants and production team.

-Mission

Gofi Jewelry; produces its jewelry with a combination of personalized designs and local, quality materials. Our guests decide on the product materials, and pricing is made according to the selected materials. Approved products are produced in a short time and delivered to their owners by fast delivery method.

-Vision

Gofijewelry.com, which has developed very successful works with unique designs and unique products; aims to develop, rise, and become a world-renowned brand. We aim to increase the number of employees over time, to increase the workforce, and to progress by focusing especially on women's employment. It was established online in 2020 and we aim to reach everyone by establishing a chain of stores.

**How Did the Business Idea Come About?**

Accessory is a complementary element for people's clothes. There are many accessories in different categories that everyone can use, regardless of gender, but the desired accessory cannot always be found. The reason for this is the abundance of standardized products in the market and the lack of diversity. Although there are many accessory shops, all of the shops sell similar products due to the lack of design diversity. People have a hard time finding the accessories they dream of or want to use, especially on special occasions, or have them produced. This situation does not satisfy the consumers who love to use accessories and directs them to foreign markets such as AliExpress, which is more original, customizable and diverse. In addition, considering the high demand for personalized products today, it becomes clear that there is a serious deficiency in the market.

Gofi Jewerly; It is a business idea that emerged due to the demands of consumers and the lack of original design in the market. Considering these situations, it works with the theme of producing accessories that will make them feel special, with personalized designs, or producing the designs they want.

**How Does It Work?**

While producing your designs: Our guests, who have the design they want to be produced, contact the support team and a detailed draft is drawn up with the support team. In line with the draft, if they want to make improvements in the design, the support team is directed to the style consultants and rearranged. When no change is requested, it is directed to the design team and a design is made in accordance with the demands.

While producing special designs for you: When our guests want to have personalized designs, they contact the support team, and the designers prepare personalized designs that only our guests can have. The designs are shaped according to the wishes of the guests.

After the design phase is completed: Before the designs approved by our guests are produced, the material is decided, and the options are presented to the guests. In the materials to be used; Gold, silver, steel, copper, and rope options are available. If there are stones in the design, the materials selected from the diamond, ruby, bead, emerald and natural stone options are transferred to the production team by the design team. Pricing is different for each material. Then, production is made with the selected material and design.

**Project Process:**

I previously discussed the process of determining the business idea. At this point, I would like to discuss the implementation phase of the business idea. Getting started I used basic HTML, CSS during the development of the website. In this way, the infrastructure of my website has been provided. Using basic Bootstrap information, I made my website responsive and mobile-friendly for various screen resolutions. In this way, the infrastructure development process of the website was completed. I used a web service called Netlify to publish the website. In this way, I have published my website free of charge. Finally, the development process of my website has been completed.

**Addresses:**

Instagram Address: <https://instagram.com/gofijewelry>

GitHub Address: <https://github.com/m-merve/Gofi-Jewerly>

Web Site Address: <https://gofijewelry.netlify.app>