

12-07 Business Strategy: Jewelry Business & Website Development

Jewelry Business & Website Development Summary

1. Overall Business Strategy & Vision

- **Brand Positioning:** The business is transitioning from a previous venture (“NB” grills) to a more mature, intricate, and classy brand focused on high-end, bespoke jewelry. The long-term goal is to establish a highly reputable brand known for complex pieces that competitors cannot replicate, aiming for millions in profit within 10 years.
- **Phased Business Focus:**
 - **Current (Bread and Butter):** Engagement rings are the primary, immediate revenue source.
 - **Future (High-Profit):** The long-term vision is to generate significant revenue from unique, custom-designed pendants (e.g., Zodiac and Arabic collections) that will be copyrighted and trademarked.
- **Competitive Advantage:** The founder’s practical “on the bench” jewelry-making experience, combined with an engineering-focused team, allows them to create complex, physically viable designs that competitors with only sales or design backgrounds cannot. This expertise is evident in flawless finishing and the ability to engineer complex mechanisms, such as a fully spinning pendant.

2. New Product Lines & Collections

- **Zodiac & Star Sign Pendants (Private Collection):**
 - **Concept:** A high-luxury, private collection of pendants based on Chinese Zodiac and astrological signs, featuring a unique half-skull, half-solid gold aesthetic. Initial concepts were visualized using an AI image generator.
 - **Positioning:** Marketed as a perfect birthday gift. It is a “passion project” with no known competitors for the design.
 - **Strategy:** This will be a limited edition of only 10 pieces per sign, priced at approximately £20,000 each (production cost ~£5,000). The marketing will focus on exclusivity, scarcity, and high-profile placements (e.g., celebrities, exclusive stockists), creating desire through storytelling about who owns one.

- ****Timeline:****This is a long-term project, estimated to take at least a year of trial and error, starting with CAD feasibility and silver prototypes.
- **Arabic Alphabet Collection:**
 - ****Concept:****Pendants featuring calligraphic Arabic letters in 21-carat gold with diamond accents.
 - ****Positioning:****A private collection priced at approximately £4,000 per piece, but unlike the Zodiac line, it will be available for anyone to purchase at any time.

3. E-commerce Website Development & Strategy

3.1. Website Launch & Phased Rollout

- ****Phase 1 (Launch - After New Year's):****The website will launch exclusively with an initial set of five engagement ring designs.
- ****Phase 2 (Summer):****The product line will expand to include more rings, casual necklaces, pendants, and earring studs.
- ****Phase 3 (Long-term):****The “Private Collection” of bespoke items will be introduced, and the focus will shift away from standard engagement rings towards high-end custom work.

3.2. Sales & Customer Interaction Model

- **"Meet in the Middle" Approach:**
 - ****Direct Purchase:****Customers can directly buy the entry-level version of a ring online (e.g., 1-carat, F color, VS1 clarity). This will be clearly stated on each product page.
 - ****Consultation for Upgrades:****For any higher-spec variations (e.g., different carat, color, clarity), the “Buy Now” button will be replaced with a “Consultation” or “Inquire” button. This captures the customer’s desired specifications in an automated email, allowing for a proactive follow-up call without creating a hard barrier to purchase.
 - ****Natural Diamonds:****No prices will be displayed for natural diamonds; customers must use the “Inquire” button for all purchases.

3.3. Website Design & User Experience (UX)

- **Color Scheme & Fonts:**
 - The primary color palette will be beige, white, and a specific light brown (#6D3D0D), replacing all black elements (text, icons, buttons).
 - All gradient effects will be removed in favor of solid colors, as they look “childish.”
 - A consistent gold hover effect will be applied to all buttons.

- **Homepage & Header:**
 - **Hero Section:** The main banner will be simplified with a centered logo, no top-left logo, and a single “scroll down” arrow instead of distracting buttons. Reassurance icons will be relocated to a less prominent position.
 - **Header/Navigation:** The logo will disappear from the hero section upon scrolling and reappear in the sticky header.
- **Product & Category Pages:**
 - **Filters:** The “Curate Your Selection” section will add “Shape” and “Collection” filters, with the final order being: Category, Shape, Collection, Metal, Price.
 - **Product Images:** Inaccurate placeholder images (e.g., for Radiant and Marquise diamonds) will be corrected. The default image for engagement rings will be yellow gold, and for men’s rings, it will be platinum.
 - **Multi-Shape Listings:** Rings with multiple stone shapes must appear in filtered results for each shape.
- **Product Detail Page:**
 - **Layout:** The product options section will be compressed, referencing “Taj Jools” for a more compact layout.
 - **Metal Options:** Will be reorganized into a horizontal layout (18k golds on one line, two-tone on another, platinum below).
 - **Diamond Specifications:** For lab-grown diamonds, “Carat,” “Color,” and “Clarity” will be combined into a single selection area. The “IF” clarity and “Certificate” options will be removed for lab-grown diamonds.
 - **Ring Sizing:** The dropdown will be redesigned, and an “I don’t know” button will be added, linking to the ring size guide.
 - **Engraving:** Will be offered as a “Complementary Engraving (Optional)” service.
- **Footer:** The footer will be compressed to take up less space, with “Quick Links,” “Story,” and “Stay Updated” sections aligned left, center, and right, respectively. It will also include social media handles and registered company details.
- **Other UI Changes:** The shopping basket icon will be changed from its current “water fountain” look to a more conventional design.

3.4. Technical & Backend

- **Domain & Hosting:** The new website will be linked to an existing GoDaddy domain for client review before the official launch.
- **Admin Dashboard:** An admin-only dashboard is in development for order management, CRM, and user behavior analytics.

- **Payment Processing:** Stripe will be the primary payment processor. Apple Pay and Klarna are high-priority additions. The founder needs to sign up for a Stripe merchant account.
- **Chatbot:** A basic chatbot is implemented, with an option to upgrade to an AI version as part of a monthly retainer.
- **Maintenance:** Two options are available: a one-off payment for the completed site or a monthly retainer for ongoing support, revisions, and proactive updates.

4. Marketing & Content

- **SEO Strategy:** The developer will research SEO strategies, acknowledging the high competition in the jewelry market. The focus will be on strategic content and niche building rather than competing with the massive ad budgets of major retailers.
- **Promotions & Partnerships:** A discount code feature will be implemented to support a 10% discount for customers referred by wedding industry partners (e.g., photographers).
- **Automated Marketing:** Automated email reminders will be set up for abandoned wishlists and shopping carts, potentially with a promotional offer to encourage conversion.
- **Content Pages:**
 - **NHS Heroes / "Listen for Heroes" Page:** Content and imagery will be developed using the "Alan Bick" website as a reference.
 - **Education Pages:** AI-generated content (e.g., from ChatGPT) will be used but must be reviewed for accuracy. Placeholder emojis will be replaced with professional icons.
 - **Legal Pages:** Content for "Terms and Services" will be adapted from competitor sites.
- **Packaging:** Customers will be offered two delivery choices: standard branded packaging or discreet, non-branded packaging for surprises.
- **Internationalization:** The feasibility of using IP tracking to serve different content for UK vs. US spelling (e.g., "Jewellery" vs. "Jewelry") will be investigated.

5. Action Items & Next Steps

- **Client (Speaker 1):**
 - Finalize the five engagement ring designs for launch.
 - Sign up for a Stripe merchant account.
 - Provide GoDaddy login credentials and registered company details.
 - Continue preparing product photography and videos.
 - Copyright and trademark the brand name and unique designs.

- Decide between a one-off payment or a monthly retainer for website maintenance.
- **Developer (Speaker 3):**
 - Implement all website design changes (colors, fonts, layouts, icons).
 - Implement the “meet in the middle” sales strategy on product pages.
 - Add new filters, correct product images, and configure product options.
 - Integrate Stripe, Apple Pay, and Klarna.
 - Link the site to the GoDaddy domain for review.
 - Continue development of the admin dashboard.
 - Research and propose an SEO strategy.