



جامعة الأمير سطام بن عبدالعزيز  
PRINCE SATTAM BIN ABDULAZIZ UNIVERSITY

# AMARLES

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**IS2010 | Introduction to business**

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## Our story

Founded in 2022 by a group of Amarles partners, Amarles has become a brand of "lifestyle" jewelry, with special collections in the field of jewelry and accessories in the world, by adopting reasonable prices for its luxury products. This store has a wide range of products. Today, Amarles associates builds on the tradition of offering exceptional everyday style to women all over the world.

## Why we choose this business?

Because we see in the Kingdom that the original accessories stores are few and their prices are high, so we seek to enter the market and provide high quality accessories, but at competitive prices.

We also see that the accessories market is a renewable market that follows the fashion that is constantly renewed. Creativity here continues and the customers' need for renewal continues, so we see that it is a profitable field.

## Our scope

Our main category will be women of all ages, and we will provide some men's accessories, such as cufflinks and others.

49% of the Kingdom's population over 15 years old are females. So we expect that the target group is large

We cannot provide correct numbers because the population census 2022 has not released its results yet, and this percentage is based on the statistics of the General Authority for Statistics in 2020

تمثل نسبة السعوديات نصف المجتمع السعودي بنسبة



من إجمالي السكان السعوديين 15 سنة فأكثر، وهذه النسبة متقاربة في معظم المناطق الإدارية

و بالنظر إلى توزيع النساء السعوديات بحسب الفئات العمرية

بلغ متوسط عمر الإناث السعوديات  
**28**  
سنة

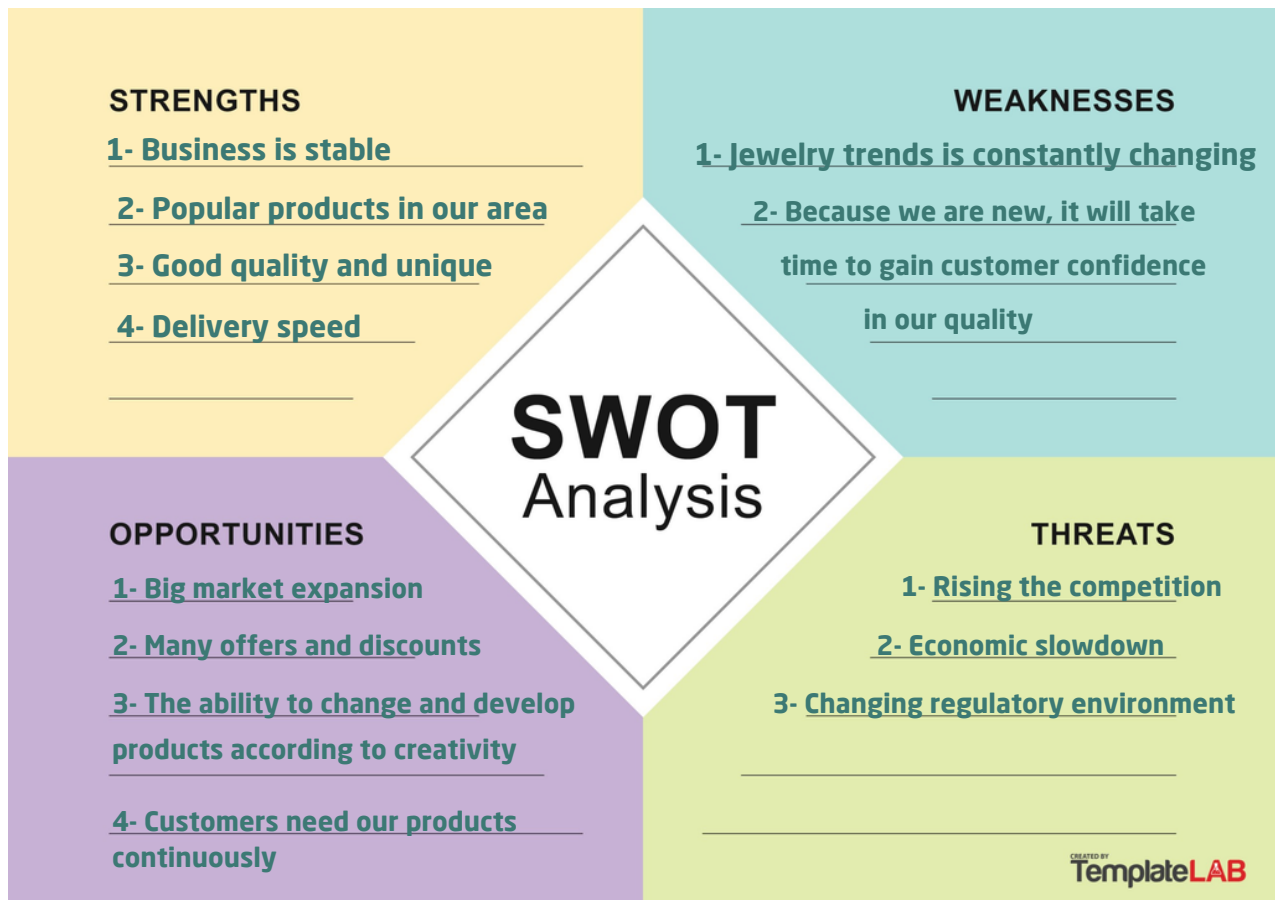
نصف الإناث السعوديات أعمارهن أقل  
**27**  
سنة (وسط العمر)

## Competitive in this business

Competitors	Why do we consider them our competitors?	There Effect on us
<b>L'AZURDE</b>	<p>1-A local Saudi company like ours is new, but it has built a good mental image among customers here.</p> <p>2-Local celebrities support it</p>	<p>1-Being a local business like us, due to their rapid growth recently and the support of celebrities here and in the Arab countries, they have formed a good fan base for them that may pose a threat to us.</p>
<b>Cartier</b>	<p>1-Because of their good reputation and long history in the market and their brand association in the minds of customers with quality and luxury</p>	<p>1-Because you have the confidence of the customer, it can be difficult to direct customers to buy from us, and we will always be in a position to compare with them</p>
<b>Swarovski</b>	<p>1-Because of their good reputation and long history in the market and their brand association in the minds of customers with quality and luxury</p> <p>2-It provides wide options for the customer, as it includes home decorations of all kinds, and here the customer prefers it because it meets all his needs without the need for another site</p>	<p>1-Because you have the confidence of the customer, it can be difficult to direct customers to buy from us, and we will always be in a position to compare with them</p> <p>2- The diversity available to them may affect customers' preference for them over us, in addition to the fact that it will be difficult for us to diversify our products while we are at the beginning of the business.</p>
<b>Pandora</b>	<p>1-Their competitive prices, which are suitable for most of the middle classes in society, in addition to their high quality</p>	<p>1-The prices they offer and their seniority in the market may be a reason for customers to choose them</p>

“ There are hundreds of small competitors, the market is full of opportunities for everyone, but we strive for uniqueness and distinction to become Amarles a leading company in this field ”

# Amarles SWOT Analysis



## The importance of investors

1. Overcome financial obstacles: having someone invest in your company can help you overcome financial obstacles to develop and grow as a business.
2. Reduced pressure to repay: As an investment isn't classed as a loan, an investor usually won't restrict you to the rules of a loan.
3. Valuable expertise: Finding someone who has taken a similar path to you in business can be a valuable asset.
4. It's all about who you know: The right connections can give you what you need to develop your business and make it a success, and an investor can put you in touch with such people.

## The importance of investors

5. Motivation, inspiration and morale: Working with an investor who has achieved great things in their career can inspire and motivate you to follow in their footsteps and do the same.

6. Improve stakeholder confidence: Lastly, attracting an investor can reflect positively on your clients and customers, giving them confidence in your company and its future.

Jewelry is a wise and rewarding investment for the modern collector. It is not paper, real estate, stocks or bonds, but it is a valuable and fascinating asset that many prefer over the volatility of other markets. So we think that the investments are beneficial to us and will make a difference

## How do we choose our employees?

1- Job requirements before starting employment

2- Develop our strategy for recruiting new employees

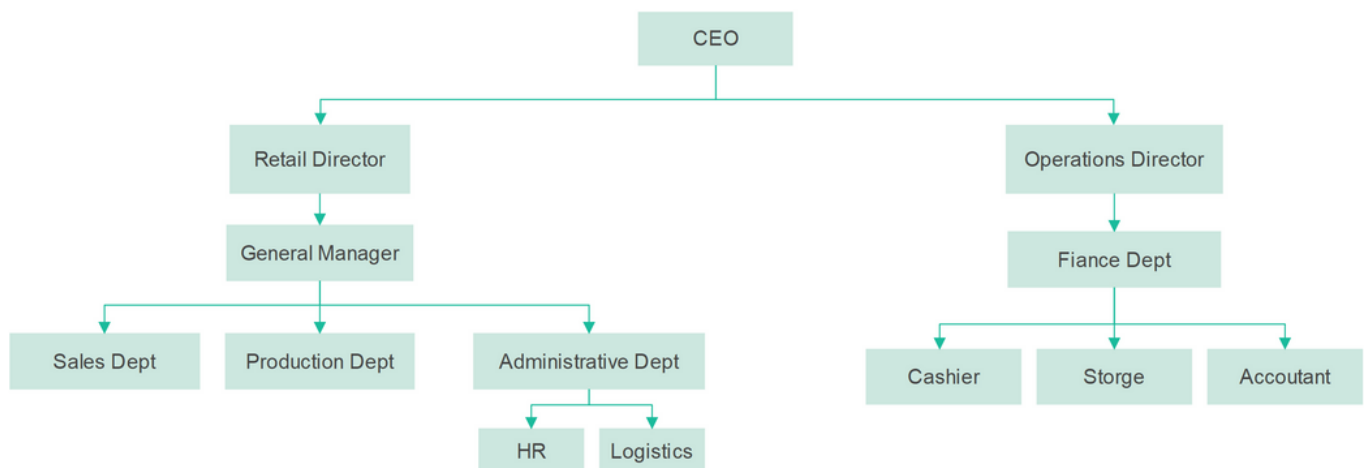
3- We use a checklist in the hiring process

4- Looking for suitable candidates for the vacant position

5- We Scrutinize their qualifications and review submitted job applications carefully

6- We verify background information and letters of recommendation for each candidate

# Organization chart



## Our expand plan

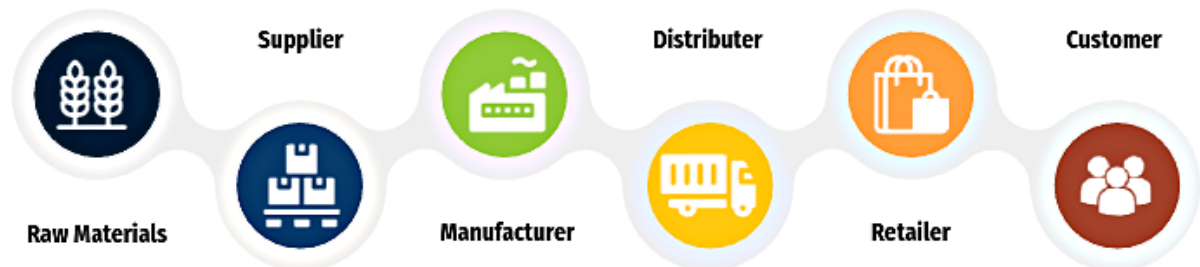
These steps represent a significant investment in expansion at a time when many jewelry and accessory retailers are struggling to manage their existing operations due to the challenging global economic environment. Despite the difficult market conditions, "amarles" decided to push ahead with expansion.

Amarles jewelry company, is looking forward to the international expansion. in the field of jewelry and accessories business, and plans to launch around 15 stores in markets such as the United States, Canada and the GCC countries in the next three years.

"Our first store in Saudi Arabia is scheduled to open in May and June specifically in Riyadh and we will launch more stores in other international destinations. The focus will be on the GCC countries, including, Qatar and Bahrain due to the convergence of tastes and markets

# Forecasted supply chain

## Flow >>>



## Explain:

We expect our supply chain to be as follows:

- 1- Raw materials: raw materials that are used to manufacture jewelry
- 2- Supplier: The supplier supplies these raw materials to the factories
- 3- Factories: which form raw materials and manufacture jewelry
- 4- Distributor: He will take the jewelry from the factory and distribute it to product providers and sellers
- 5- Retailers: They receive jewelry from distributors and sell them in markets to customers
- 6- Customers: Our customers purchase jewelry directly from retailers

-Theg End-