

# SISSI JEWELRY

**Siyu Liu\*, Napaporn Khantanapha\*\* & Supot Rattanapun\*\*\***

*Graduate School, Southeast Asia University, Bangkok, Thailand*

*E-mail: \*s6341B20012@live.sau.ac.th, \*\*napapornk@sau.ac.th, \*\*\*drsupotr@gmail.com*

## ABSTRACT

The main contents of this business plan include nine parts: company overview, industry analysis, company description, market analysis, business economy of business economics, marketing plan, operation plan, management team and company structure, overall schedule, financial forecast and appendix. The contents of these eleven parts complement each other and form a relatively sound business plan. The content and form of the plan are relatively novel overall. The author chooses the jewelry sales industry that he is familiar with as an example, takes a jewelry sales company in China as an example, introduces the basic structure and industry background of the company in detail, and takes the company as an example to deeply analyze the market situation and industry situation of the jewelry industry.

**Keywords:** market profile, market demand, business plan, sales strategy, business plan

## INTRODUCTION

Sissi Jewelry Company, founded in October 2014 in Shenzhen, China, is a jewelry brand of X Company focusing on the domestic franchise market in China. Sissi Jewelry Brand is the first jewelry brand in China to sell 18K gold. Since its establishment, it has successfully landed in high-end shopping centers in Beijing, Shenzhen and other cities. It has been widely well-received by many Chinese consumers. It has great market potential and broad prospects. Compared with 24K gold, 14K gold \ 18K gold has high hardness and plasticity, is not easy to wear and deformation, and can maintain a good pattern. Especially after being inlaid with gems, it is strong and beautiful, showing the precious beauty of the gems. It can make a variety of complex and detailed gold jewelry designs and change various shapes.

## INDUSTRY ANALYSIS

### 1. Advantages analysis

First, the continuous improvement and improvement of national laws and policies has provided a good institutional environment for the development of the jewelry industry.

### 2. Analysis of the shortcomings

The homogenization problem of the jewelry industry is very serious. Brand awareness is not high, the product added value is small, the lack of differences between enterprises.

### 3. Opportunity analysis

Due to the technological gap between China and developed countries, the economic growth brought about by technology learning is bound to be very fast.

#### **4. Challenge analysis**

charged pressure. At present, the consumption of gold jewelry in China is definitely not a luxury consumption in a strict sense, especially the gold jewelry is basically mass consumption.

### **MARKET ANALYSIS**

#### **1. Target market selection**

The market prospect of K gold jewelry mainly focuses on three aspects.

First, strengthen the fashion brand image of Kaiyuan jewelry and strongly influence the target consumer group; second, expand the coverage of the Kaiyuan jewelry market and enhance the influence of Kaiyuan jewelry in China; third, further segment the market positioning of Kaiyuan jewelry according to consumer needs to meet the needs of different consumers for personalized products.

#### **2. Analysis of competitors**

The development trend of industrial cluster is more obvious. China should have formed some distinctive jewelry industry bases, and the advantages of the cluster began to show. This advantage is due to many related enterprises located in the same region and cooperating in raw materials and semi-finished products, accessories, equipment manufacturing and maintenance, technological innovation and personnel training, thus reducing transaction costs and improving overall efficiency. In the future, the cluster trend of China's jewelry industry will develop more, and the advantages of industrial clusters will be more obvious.

### **MARKETING STRATEGY**

#### **1. Sales process**

For brand new brands like Sissi Jewelry, sales methods and channel strategies must consider short-term profits and long-term brand building. Therefore, we have adopted three channel strategies: one is wholesale and retail. The purpose of this sales method is to increase short-term sales profit and create cash flow for long-term brand building; second, to join chain stores. The purpose of this sales method is to build the brand of Sissi Jewelry Company to serve the long-term sales objectives; third, channel integrated marketing. The purpose of this sales method is to promote the Sissi Jewelry company brand, integrate the Sissi Jewelry company brand into the city white collar social networks, such as the city white collar club, the city wedding photography studio, the city elite club, and expand the influence of the Sissi Jewelry Company brand.

#### **2. Price strategy**

First, the cost-oriented pricing of the way.

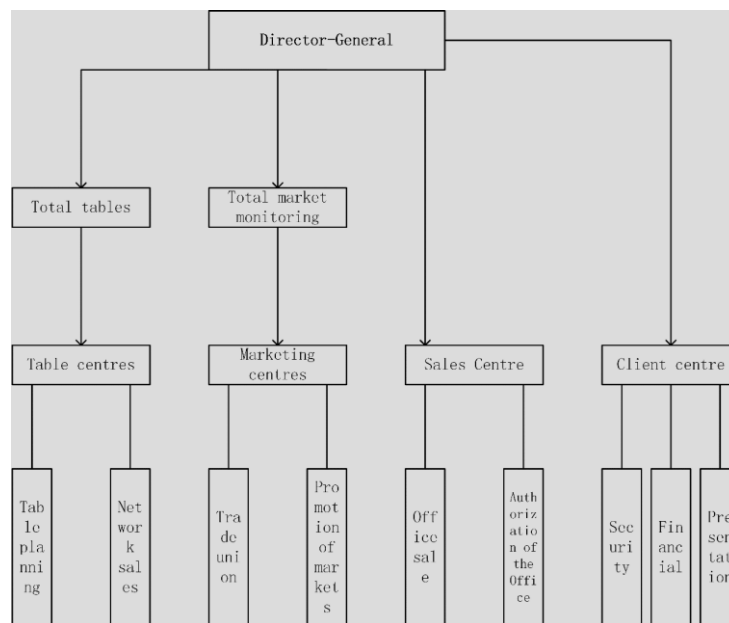
Cost is the actual cost of production and operation, compensated by the profits of marketing activities. Therefore, the cost-oriented jewelry pricing method is to determine the price of the unit product based on the product cost and the unit product cost of the appropriate profit. Jewelry is a non-industrial product and cannot be mass produced for each variety. The calculation of product cost does not include other product production costs of industrial products except commodity cost. Therefore, the cost-oriented pricing method of jewelry is a

simple way to determine the product price with pure commodity cost plus ideal profit, namely,  
 unit product price = commodity cost X (1 + ideal profit)

## MANAGEMENT TEAM AND COMPANY STRUCTURE

### 1. Management structure diagram

The management structure of Sissi Jewelry Company is shown in the figure below.



**Figure 1** Management structure of the Sissi Company

### 2. The basic functions of each position

(1) Responsibilities of the general Manager:

I. Preside over the daily operation and management of Shenzhen Operation Center, be responsible for the safe operation, organize the implementation of the resolutions proposed by the company headquarters, and report the implementation to the company headquarters;

ii. Organize and implement the annual business plan of Shenzhen Operation Center:

3. Formulate specific plans for the establishment, adjustment or cancellation of the internal management organization of Shenzhen Operation Center;

Iv. Formulate the basic management system of Shenzhen Operation Center;

V. Formulate specific regulations for the Shenzhen Operation Center;

6. It is suggested to appoint or dismiss the deputy general manager, brand director, marketing director and sales director of Shenzhen Operation Center;

7. Decide the rewards, punishments, promotion, salary increases and dismissal of employees of Shenzhen Operation Center in accordance with relevant rules and regulations;

Viii. Handle business on behalf of the company within the scope of your position;

Ix. Other matters authorized by the Sissi Company headquarters;

X. The general manager assists the general manager in his work and is responsible for relevant work.

## OPERATION PLANNING

To build Sissi jewelry company into a favorite jewelry brand for Chinese people and young people. Dynamic brands can achieve this goal, because x jewelry company is good at grasping the current fashion trend, taking the fashion pulse, and forming a unique product style. It mainly provides young online consumers with wedding diamonds, love souvenirs, special gifts and other products. Each product is carefully designed, bright colors, unique personality, three female charm, rich in Korean fashion elements, the fusion of Chinese modern fashion taste.

Relying on high-quality products, thoughtful after-sales service, fashionable design and elegant brand image, Sissi Jewelry company leads the current consumption trend and characteristics of young Chinese women and focuses on the sales of featured jewelry.

### Product and service design and development plan

Sissi Jewelry Company has a customer service center in its various offices and Jia branches. The customer service staff of the customer service center conducts regular telephone return visits and irregular development to the customers, and understands the customers' satisfaction and expectations of the company's products and services in the form of customer follow-up questionnaire.

## FINANCIAL ANALYSIS

### 1. Sources and use of the funds

**Table 1** Profit forecast statement

	2022	2023	2024	2025	2026
Operating rate	130000000	150000000	160000000	170000000	180000000
total profit	150000000	160000000	190000000	2100000000	230000000
net margin	110000000	120000000	140000000	160000000	1840000000

#### 1. Cash flow statement:

The cash flow statement is designed to reflect the investment return cycle, mainly including cash flow structure analysis, liquidity analysis (reflecting solvency), cash acquisition ability analysis, financial elasticity analysis and income quality analysis.

### 2. Estimated financial statements

#### 1. Revenue forecast:

For example, in this period, the company realized the main business income of X X million yuan, an increase of XX% compared with the same period last year. This part is to estimate the source and scale of business revenue, indicating that the company's business scale is in the rapid development stage, the competitiveness of products and services are strong, and the company's business scale has been rapidly expanded.

#### 2. Cost forecast (overall direction of enterprise expenditure):

This section illustrates the general direction of business spending. For example, the company during this period cost XX million, accounting for XX% of total cost; management fee XX million, accounting for XX% of total cost, etc.

### **3. Ratio analysis**

Financial indicators refer to the relevant indicators in which enterprises summarize and evaluate their financial status and operating results. The three financial indicators of enterprises stipulated in the general financial principles of Chinese enterprises are: solvency index, operating ability index and profitability index. Traditional performance evaluation mostly adopts financial indicators, which are simple and clear.