



Qualities

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Executive Summary

Jwelix intends to offer handmade custom and fashion jewelry made purely with a combination of sand, silver and natural gemstones in the Dubai's e-commerce market as from June 2017. The business intends to target expatriates within the city; more specifically South Asian and Western expatriates. The unique thing about Jwelix is that it will be selling from award winning emerging jewelry designers only.

Ahmed Amal



Industry Analysis

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MEN'S COSTUMES

The business is expected to be a success given the opportunities available.

Most stores have concentrated on women jewelry hence neglecting the men sector.



Industry Analysis

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JWELIX INTENTION

There is an increasing demand for men's costume and fashion jewelry, and Jewelix is priming itself to fulfill this need as backed by evidence gathered by the designers at the Dubai Jewelry awards show where men's intent to purchase

&

Enquiries were **61%**

Compared to Women's of **39%**

TARGET AUDIENCE

EXPATRIATES IN DUBAI

The business will be targeting expatriates in Dubai, international buyers, Jewelry lovers who are design oriented who like customized one of a kind jewelry.

The segments of the expatriates that the business will focus more are expats from high level income earners. Nationally focusing on South Asian and Western countries includes both men and women.

WHY?

This decision has been arrived at due to varied demographics and psychographic data that indicates expatriates would make for a favorable target market.

Involves
Consumers between

21-35 yrs

& Consumers over

35 yrs



TARGET AUDIENCE

More than 65% of expats in Dubai think that they are earning more than they would be earning back home (Derived from Go-gulf, 2016).

The benefits in UAE that are received by expats also seem to be high compared to global average figures.

Health & Medical allowance is **70%**

While Global average is **52%**

Accommodation allowance is **60%**

While Global average stands at **33%**

Annual trips to home allowance is **67%**

Compared to Global average that stands at **33%**

(Derived from Go-gulf, 2016)



MARKET SIZE

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In 2016, the value of
e-commerce in UAE
was estimated to
be around
**US \$2.8
billion**



By 2018, expected
market growth to
**US \$10
billion**



Dubai alone
accounts for
46%
online shoppers in
UAE.



VALUE PROPOSITION

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Jwelix embraces a value proposition that reads:

“A Unique Artistic Award-winning
Handmade Jewelry.”



COMPETITIVE ADVANTAGE

MAJOR:

Namshi.com &
Souq.com

STRENGTH:

Early Market Entry acquiring
a favorable market share

WEAKNESS:

- Concentrating more on Women Jewelry at the Expense of Men's Jewelry
- No Handmade Jewelry
- No Award-Winners Designed Jewelry

ADVANTAGE:

Cheaper

But Jewelix stands by the Notion of Uniqueness in designs and made up of sellers who have gained popularity in the hearts of jewelry lovers in Dubai.





BUSINESS MODEL

1

The business will involve designers who were featured in 2016 Dubai magazines and won the jewelry designer awards. These designers will not be expected to sell their products through any other stream, but only through Jewelix.



2

Providing high-quality products at lower prices compared to competitors.



3

The main idea of the business is that the jewelry featured are hand made, made of sand, silver and natural gemstones.

PRODUCT




Jwelix has partnered with Marjan Shakeri, Harshmi Sheth and The 'Unknownmaker' to deliver award winning jewelry to consumers in Dubai.



The jewelry is made purely of Sand, silver and natural gemstones only. It is also hand made to perfection by our designers who have spent valuable time in each and every detail of the product.

The jewelry have stood out from the crowd being the award winners in the Jewelry design awards show in Dubai (2016), Thailand (2015) and Muscat (2016) for the uniqueness and pureness of the individual efforts that went through the crafting.



The designs are purely an artistic element featured which was crafted with the imaginations of our designers. They were drawn up in paper for several years, and made in the right time.