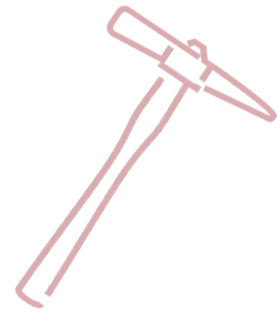


TYPICAL ACTIVITIES IN A JEWELLERY BUSINESS SIZED 5-50K

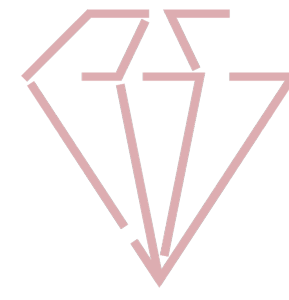
£5k

MONTHLY AVG: £420



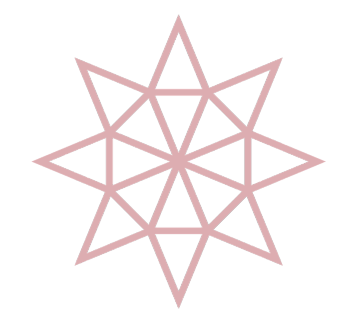
£30k

MONTHLY AVG: £2,500



£50k

MONTHLY AVG: £4,170



MARKETING

Regular posting on social channel
Starting an email list
Friends and family networks
A few shows and events per year

MARKETING

Dedicated and growing social following
Sending regular emails to a list (weekly)
Fully functioning, clear ecommerce store
Abandon cart checkouts
Social proof/ reviews

MARKETING

ALL of the £30k elements plus...
Regular, timed, planned 'Launches'
Clear customer and business tailored to them
Marketing Partnerships such as wholesaling, press, podcast interviews. Actively seeking publicity
Social media on semi-automation or outsourced

SALES/ DISTRIBUTION

Selling on etsy or website
A few markets/ events per year
Taking on commission pieces

SALES/ DISTRIBUTION

Fully operating ecommerce store with regular traffic
A few select events per year
Starting outsourcing: help with packing or making
Email and phone line with regular customer service

SALES/ DISTRIBUTION

All from £30k plus...
Outsourced Packing
Help with making
Likely an assistant doing the two.
Started supplying wholesale?

PRODUCT

Clear product range
Selection of options
Identifying signature style

PRODUCT

Clear signature style and unique/ specific offering
Some form of bespoke/ personalisation
Collections of items tailored to customer

PRODUCT

Clear product strategy for current and future offerings, designing and planning a year in advance
Higher ticket options available
Clear defining USP

BRAND

Basic brand package with initial logo, colours and typography

BRAND

Professional photography, product shots, model shots, brand shots.
Professionally designed brand identity

BRAND

Brand integrated with values, product and customer
Value-led
Regular photos, videos and content marketing being shared across platforms

POTENTIAL ADDITIONAL STREAMS

Experimentation phase: may try, selling online, markets/events, etsy, third party sites, stocking local shops/ galleries. Open house, home sales etc.

Picked a key sales channel
Additional income maybe teaching jewellery or a hybrid of online & wholesale.

Focused on key channel of growth and multiple income options around that.