



Enchanting Jewels

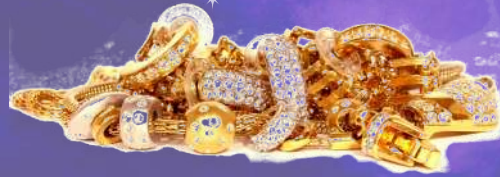
Names are removed for Privacy

Target Market



- Our target market are people ages 14-18 who are highschool students who love jewelry and going out
 - Students who love to wear jewelry sets
- Sets that will make shopping and going to events easier
- Students that love keeping up with trends
- Students who want to plan their jewelry sets for social events hassle free

Marketing Mix



Product	Price	Promotion	Place
Monthly subscription box that includes five pieces of jewelry and jewelry available for rent	\$50 per box (\$10 per item), \$25 for rental	Social Media Platforms	Personal E-Commerce Website



Product

Specific:

Use our website to choose your ideal color (gold, silver) and pick your favorite Enchanting Jewels box! We have rings, bracelets, necklaces, and different piercings. None of our products tarnish!

Special:

Let us know if you have a special event coming up with our QR code! We'll send a box designed for weddings, proms, and other events. Use our return process if you don't need it anymore.

Rental:

Want to borrow something for a special occasion, but don't want to keep it? No worries! Pay half price and return your jewelry after.

Returns:

Our returns are hassle-free! Use the QR code in your box and go to your local UPS store and drop off the jewelry you would like to return!

Packaging:

Five jewelry pieces in separate jewelry bags in a box



Price

- Each item is \$10, a total of \$50 per box
- Subscribe for 6-12 months and save \$5 monthly!
- To rent a special occasion box, the cost is \$25
- Pay with credit or debit
- Our competitors sell for around \$100 monthly and do not rent jewelry
- We offer rentals to make your special events affordable!



Monthly	Semi- annually	Yearly
\$50 for every box	\$270 for 6 boxes	\$540 for 12 boxes



Shopping cart

Total Price
USD 340

Product for cart

Earrings 5671	Price USD 10	Total USD 10	1	DELETE FROM CART
Bracelets 9583	Price USD 10	Total USD 10	1	DELETE FROM CART

CONTINUE SHOPPING



Buy goods form

Your name

Your phone

Your email

Your comment

Drop the character in the box to the left of the text below

Promotion

- promote what a regular box would look like
- show the renting jewelry for special events process
- would endorse someone who's in our target market to promote product
- would send emails to signed up customers with limited time coupons for 15% so would encourage people to buy asap
- promotions for long time customers
- complimentary jewelry box for year long subscriptions



— Tiktok



———— Instagram



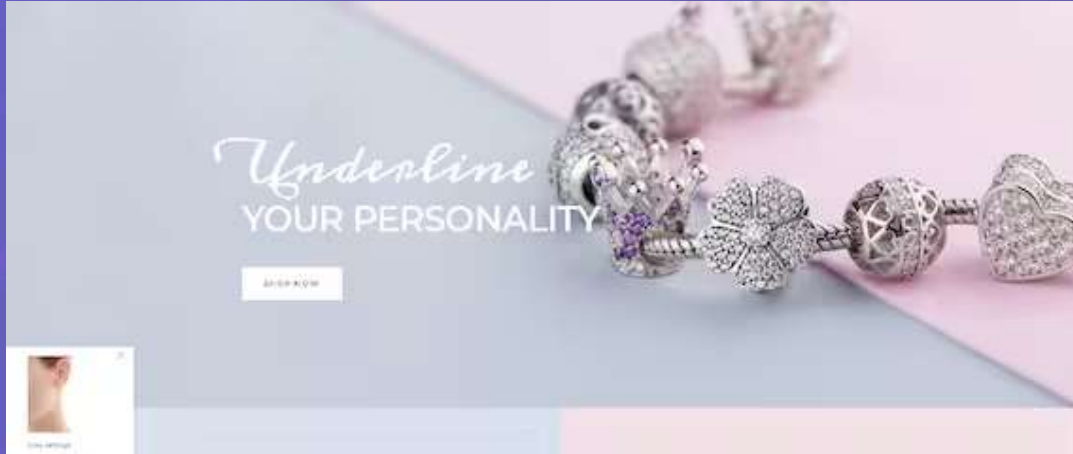
———— Twitter



— Facebook



Place



- can purchase our box on our personal e-commerce website

www.enchantingjewels.com

-by using our website you have easy access to everything you need and being able to customize your needs and events

-product will be distributed through UPS