

Spotlight Jewels

By: Someone 1, Someone 2, Someone 3, Someone

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Target Market

- Women and girls, ages 15-30, who like small dainty jewelry that goes with every outfit.
- Women and girls who like jewelry that you can wear with every outfit.
- Women and girls that do not have a lot of money and time to shop for jewelry.



Marketing Mix



Product	Price	Promotion	Place
Dainty and pretty jewelry that will match YOUR skin tone perfect that will be delivered to you every month	\$20-\$30 a box/ per month	Social Media Platforms and emails	Online website

Product

Dainty, pretty jewelry that is delivered to you every month that matches YOUR skin tone perfect

- Dainty earrings, necklaces, bracelets, rings and ankle bracelets that are picked based off of your interests and skin tone.
- After taking a quiz about finding the best color, silver, gold or rose gold, for your skin tone a box of jewelry that you pick each month with surprise you at your doorstep.
- You get to pick what jewelry you want that month or you can order every kind:)



Price

Each month you will log into your account and decide what jewelry you would like to be surprised by this month. You can pick earrings, necklaces, rings, bracelets and ankle bracelets

Small Box	Medium Box	Large Box
<p>\$20.99</p> <ul style="list-style-type: none">• A surprise of one piece of jewelry that you wanted	<p>\$25.99</p> <ul style="list-style-type: none">• A surprise of two pieces of jewelry that you wanted	<p>\$29.99</p> <ul style="list-style-type: none">• A surprise of four pieces of jewelry that you wanted

At 1st you pay a one time \$15 fee signing you up for 3 months of the product service. After the three months if you still want to continue you only pay a \$10 fee every three months. Also you customize which box you receive each month, small, medium or large.



Price

- Customers can pay with debit credit or apple/samsung and Google pay.
- We are **cheaper** than a competitors price, for example for one necklace at target or Kendra Scott it can be way more expensive. These prices range from \$20-\$40 or more just for one necklace or piece of jewelry. With Spotlight Jewels you can get multiple pieces of jewelry for only \$30.
- We choose this pricing strategy because we know that good quality jewelry can be expensive, but are jewelry is good quality, cheaper and you get a new surprise of jewelry every month.



Promotion

- Our products will be advertised through commonly used social media apps such as:



- We will advertise how durable and trending our jewelry is.

Place

We have a easy to use website that is easy to operate and explore for all ages

- To order log into a our easy to use **website**
- First take our easy quiz to find which jewelry color will match **YOUR** skin tone the best
- Then pick which **size** box you would like to order first
- **Pick** what **jewelry** you would like in your box based on the size
- Pay a \$15 or \$10 fee for three months, order your box
- Wait for your **surprise jewelry** to come your doorstep
- **Wear jewelry** that will make **YOU** shine!

