

Business Model and Marketing Plan to Promote Traditional Indian Jewellery



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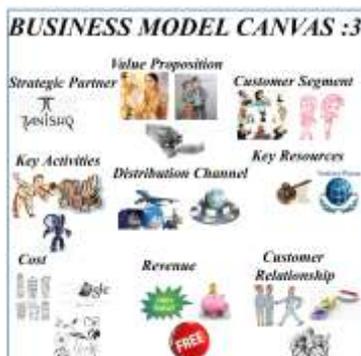
Keywords: Traditional Indian Jewellery, Marketing Plan, Business Model, Promotion, Branding

Abstract:

Jewellery has been made to adorn nearly every body part, from hairpins to toe rings and many more types of jewellery. And India is place were the growth of jewellery is tremendously increasing day by day. But the traditional Indian jewellery industry is currently going through a downturn phase. Thus, it is essential to promote traditional Indian jewellery in today's market because traditions had a great role in Indian culture and people should be more aware about the traditional jewel collections available in Indian market.

The process started with primary research, secondary research and an identified need in people in today's market. The need exists for a better business model and marketing plan for promoting traditional jewellery. So data collection has been carried out by adopting various methodologies such as literature review, product study, market study and patents. User study has been carried out to understand the trends in customer purchasing behaviour and using occasions. Ethnography study and questionnaire survey has done to understand the present situation and needs. Final concept had been finalized by weighted ranking method.

Co-branding with Tanishq, a popular branded jewellery chain in the name Vivaha was the chosen concept and detailing was done. Branding, Marketing plan, Business model and revenue generation plans have been generated for the selected concept. And the conclusion was to have a firm only for traditional jewellery, multiple selections for customers, to have a strong brand in market, more promotions, introducing a new combination of traditional gold and diamonds for regular use and party wear other than bridal occasions.



Business model



Website design and promotion

VIVAHA
TRADITIONAL JEWELLERY



Company logo and design