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5

Simple Tips

**to Boost Your Sales
in the Jewelry Business**

Prapatchon Schmidt

Contents

Foreword.....	3
Chapter 1: Buying Scrap Gold	8
Chapter 2: Manufacturing Procedures of Jewelry Products	13
Chapter 3: Sales Tactics # 1 Your Own Shop	16
Chapter 4: Sales Tactics # 2 Trade Show	24
Chapter 5: Sales Tactics # 3 Franchise	30
Chapter 6: Sales Tactics # 4 Mail Order	38
Chapter 7: Sales Tactics # 5 Online Shop	48
Reference	60
Conclusion	62

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Foreword

I believe that when people heard of the word “jewelry”, they think of luxury things which made out of gold, diamond, precious stones; sale representatives make big money; and etc. Jewelry products have been seen as expensive items in today's economic conditions. However, the fact is, jewelry business is like other businesses as well, because we all are getting affected by global financial conditions, so in order to survive in the business, we all have to adjust the ways on how to do business according to today's economy. As I believed that for the big jewelry companies that have their own research teams, they had probably survey consumer behaviors in the last several years, and found out that the demand for jewelry's markets are still expanding and can grow a lot more. I believe that there are many reasons to support this, which may include, jewelry is still one of the BEST precious gifts to give to your loved one on special occasions; most women also dote about the jewelry and as you know that women love to wear dress that mix and match, therefore we would love to have lots of accessories to wear along with; some people love to collect jewelry as their collections for their hobbies, some may even buy jewelry as for their investment, and etc. However, for the new business owners, who had just

started a jewelry business or something similar to this nature of business, may find it quite difficult in order to compete with the long established jewelry companies. ***Do not let that thought make you feel discouraged in doing your business; there is always a solution to a problem.*** I felt that there are lots of people out there who wants to start their own business and also wants to succeed in what they are doing as well, therefore I think that for whoever wants to do their business in jewelry business; either gold, silver, platinum, or etc, they can do it, if they would like to have some guidelines, they can use my tips that I would like to share them with. This is the starting point of why I think my topic about "5 Simple Tips to Boost Your Sales in the Jewelry Business" is interesting and needs to send the messages across this whole world.

First of all I have to let you know about my background though; in the past, in Thailand, I had been involved in jewelry business because my own family's business was about buying scrap gold and selling both genuine and modern costume jewelry but has closed the shop for almost twenty years already because my dad had deceased, so I decided to work for the company instead. After my dad had deceased, I had applied to work for the jewelry company that do only export, in the year of 1997 as

the personal assistant to the owners and also help with other tasks as they assigned me, and I had participated for the Trade Show both domestic and oversea and had gained lots of experience and also after resigned from this export jewelry company, I had applied as sale executive for the other jewelry company that has its own manufacturing factory located on Phetkasem road, Bangkok and also this company owned its own shop downtown Bangkok at the corner of Silom road, so I have appointed to be responsible for the shop and also coordinated with the factory once when needed as well; so for working with this company, I had gained lots of experience about retail and wholesale business. However, after I resigned from this company due to I would like to try something new about my career. So, I had applied to work for other company but not in jewelry business industry. But I found out that deep inside my mind, I was still interested about the jewelry business, I guessed it might be because it's in my blood, which was the family business and I've learned a lot about this jewelry business in the past several years. Therefore, I decided to study more about jewelry by enrolling with Gemological Institute of America (GIA), California, through correspondence and on April 6, 2006, I had graduated with a degree called "Accredited Jewelry Professional" before I will get marry later on. So, I hope that for my solid

background about the jewelry, will be useful and convince you enough that on what I'm about to share with you, it is a REAL DEAL.

In "5 Simple Tips to Boost Your Sales in the Jewelry Business" you will learn about the 5 ways of *how to* boost your sales in jewelry business that you actually can use them for your business. So, by learning the ways from "5 Simple Tips to Boost Your Sales in the Jewelry Business ", you can save lots of your time in trying to figure out which ways will be the most efficient ways to go.

I decided to share my experiences in *how to* boost your sales in jewelry business because I feel it is necessity that if you as the business owner who is new in the jewelry business or any type of business that has the similar nature of business like this and not sure which way you would like to use in order to boost your business and also do not want to waste time and money try to figure out the right one, then I have to say that you are lucky to own this e-book because all the tips that I had shared with you, they all very powerful and efficient tips that my family and the company that I used to work with had used them and still continue using them.

Thanks to you as my reader, thanks so much for supporting my e-book. I am sure that the money you had spent on buying this e-book; will be worthwhile for you and you will learn something that actually can apply for it. May God bless you and good luck in everything you do!!!

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Chapter 1: Buying Scrap Gold

Well, for those who are not in the jewelry business may be suspect of what is scrap gold? Therefore, according to my knowledge, I would like to clarify it for you. Back in almost thirty six years ago, before I was born, my dad used to work as a goldsmith supervisor and as the goldsmith supervisor, he would go to the gold shops and contact with the shops' owners and see what the owners would like to place for orders which may include making necklaces, rings, earrings, and etc. After that when both my dad as the goldsmith supervisor and the shops' owners agreed on the quantities, styles, production time for the orders, then the shops' owners will give the total gold weight that needs to make the orders to my dad and here is the part of scrap gold will be coming. As the traditional agreement that has been practicing in Thailand between the gold shop owners and the goldsmith workers or goldsmith supervisors, is that the total gold weight that the shop owner gives to you, you as the goldsmith workers are eligible to take out 3-5% of the total gold weight according to the agreement with the shop's owner and that percentage of gold weight that you take out is called, "breakage fee" or in Chinese it called as "si", and this "breakage fee" as whatever gold weight will be, the goldsmith workers would call it as "**scrap gold**" and

they will take this scrap gold and sell it to the buying scrap gold shop. As for your clarification I would like to give an example of this calculation as follow: Gold shop owner gives the gold weight in total of 500 grams to make an order and as per their agreement, the goldsmith workers will get 5% out from the total gold weight as their “breakage fee” which is equal to 25 grams, and this 25 grams is the scrap gold that the goldsmith workers will sell to the buying scrap gold shop and get the money back for trading, and in which later on when I was born, my dad had also opened this buying scrap gold shop as our family business.

Back in thirty six years ago; the gold price was not so expensive like nowadays, it was around 2,400 baht per 15.2 grams, which was about US\$96, when the conversion of Thai baht was equal to 25 baht for US\$1. I would like to clarify you one thing regarding the buying price and the selling price for the buying scrap gold shop, as far as I know for the gold shops in Thailand, they will use two prices of gold which are for buying and selling purposes which of course base on the global gold market. Because as the buying scrap gold shop, you buy the scrap gold from the goldsmith workers right?, but there is also time that the goldsmith workers want to buy back their scrap gold

because they may have some shortage of the gold in making their orders, so they have to come to the buying scrap gold shop and buy the gold piece. Here is the rule when you as the buying scrap gold shop use it, if the workers sell to you, you will use the BUYING price when doing the calculation, but if the workers want to buy from you, you will use the SELLING price when doing the calculation. Obviously, these two prices have the different of 100 baht per 15.2 grams, which was about US\$4, when the conversion of Thai baht was equal to 25 baht for US\$1, and this is where the shop makes profit and of course there are other factors as well, which I will say on the next thing.

The other BIG factor is the gold weight. Gold traded in Thailand has variety of percentage in the market. However, the standardization of pure gold for selling to the customers will be at 96.5%, which has the weight measurement known as “BAHT”, and gold weight “ONE BAHT” is equal to 15.244 grams, this apply for gold bar; but if for the gold that use to make jewelry such as necklaces, rings, and etc. “ONE BAHT” is equal to 15.16 grams., or in generally will say that average gold weight “ONE BAHT” is equal to 15.2 grams, which is considered to be the gold standard for trading in a country which has been approved by the Consumer Protection Board.