

**NANCY JEWELRY  
JUNE 2017**

**NANCY BETANCOURT  
OWNER**

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## I.Introduction

### KEY POINTS/Who I am? It's my story

- Buy and Sell Silver 1997
- Buy Gold Sale 1999
- Basic silver school of FAD UNAM Taxco in Vimeo. 2000
- Course of jewelry in Guadalajara Jal.
- Jewelry workshop assembled in gold and silver and fantasy, copper, 14k gold plate,
- Jewelry repair in silver and fantasy gold.
- Special works Rosaries, Bridal bows, Crowns for quinceaneras.
- Jewelry accessories for first communion and anniversary
- Necklaces, Earrings, Bangles, Rings,
- All custom designs.

## **II. Business Description /Line of the time of your business**

- Plan to start your business
- Special Jewelry
- June 24 2017
- 2107 Indian Meadows Tx
- Nancy Villanueva Creations
- Customized designs to customer's taste
- Hairdressing workshops, crochet, natural stones, pearl beads, specialized works with swarovski crystal.
- The goals are 10 students per class 10 special jobs per week
- Regional and National Wire Workshops

### **III. Management and Operations**

- Members of the management team
- Villanueva Betancourt
- Nancy Villanueva
- Jesus Villanueva
- NANCY JEWELRY buy and sell gold and silver
- I work 14k gold and 18k gold in sales at international expo in las vegas.
- School of basic silverware of FAD UNAM TAXCO IN VIMEO. 2000
- I work at Wonderland Mall as a teacher of jewelry
- Latin American course of alambriismo

#### **Operations**

- Monday to Saturday from 10am to 12pm class.  
Monday to Saturday 10am to 6pm to the public

#### **IV. Products and Services**

- Our business focuses more in specific and personal jobs.
- Service
- Information or packages that will help determine the cost of goods and services sold.
- Products more price of each piece
- Jewelry repair gold, silver, fantasy, special works like crowns for 15 years, rosaries.
- Earrings, necklaces, bracelets, rings, crowns, anklets.
- Number of pieces sold and will be sold.

## V. Industry and competition

### Market Need

### Competition Analysis:

- Jewelry Products for Women and Girls
- Women's jewelry industry focused on women
- Luxury item
- Hispanic market
- I compete with the fashion of jewelry
- My advantage is custom work
- And classes to learn to make jewelry
- Affects labor is very cheap, by the competition of a globalized trade
- The low cost of the fantasy and discounts of the department stores
- My market. Local objective
- I only have 5 pieces per model
- My strength special work, craft work
- Unique models special to the taste of the client
- The work is handmade with quality control resistant.

## VI. Customers

### Type of Clients/Consumer Profile

- Women, girls and young people
- People who want to learn the job of repairing and making jewelry
- Promote online TV brochures looking for artists who want to use my products, video classes
- Advertising expenses for 6 months \$ 5000
- Gold per gram
- Gold Chain 10k 24 "10gm x \$ 32 = \$ 320
- 14k Earrings with Sea Water \$ 300
- Bracelet 10k 5 gm 32 = \$ 160
- 10k ring with emerald and shiny \$ 300
- Set of earring and ring earrings \$ 900
- Ring with natural stone eye of cat 14k \$ 300
- Gold Laminate \$ 5,000
- Roller Wire Parts \$ 100
- Cross pendants \$ 10
- String 100 the roll
- Balls
  - 3m \$1.50
  - 4m \$2
  - 5m \$2.50
  - 6m \$3
- Toothpicks w / \$2.50
- 8m Brooches with \$10
- Rivet with \$2.50
- Silver kilo \$5000
- String kilo of figaro 1k \$1000
- Wire 1k \$700
- Gold Plaque \$5000
- Dijes earrings rings bracelets etc. \$5000
- Jewelry Material \$5000
- Wire \$1000
  
- Natural agate stones white green blue pink purple, onyx, quartz, natural crystal and swarovski crystal, natural and crystallized pearls.
- Accessories tops sticks balls rivets brooches rims etc ...

## VII. Marketing and Sales strategies

### Brand

- Based on your consumer profile, how or is your consumer related?
- Promote online, television, brochures videos by youtube classes.
- My income paid expenses of salary, light rent of local, buy the material that was sold, and 10% for projects in business growth.
- Personal treatment and always to the taste of the client.
- Own payable house
- Of the cars paid
- Investment in gold \$10,000
- Wells fargo bank account
- Income \$2000
- Per year \$30000



### VIII. Financial plan

- Financial Situation (personal and business)
- If you are starting a business please inquire about your personal finances. This includes your monthly income and your total income. Make a list of all bank accounts and include your personal income tax information.
- Requirements and use of funds
- Sales per month \$4000
- \$6000
- Investment \$30,000
- Gold \$5000
- Silver \$5000
- Gold Plating \$5000
- Laminate \$5000
- Jewelry \$5000
- I need to start \$30,000

## IX. Appendix

| <b>Competition table</b>              |                 |   |                    |
|---------------------------------------|-----------------|---|--------------------|
| <b>Business</b>                       | <b>Location</b> | <b>Products-Services</b>  | <b>Price Range</b> |
| James avery                           | San Antonio     | Earrings rings necklaces necklaces Chains, bracelets, earrings earrings, his craft work with lost wax and rhodium bath. List of products offered by the company patented designs are not all original some classic. | Varies             |
| Stores that provide the same services | San Antonio     | Wire, balls etc   | Varies             |