

Asian Wealth and Jewellers UK analysis:

Company overview:

Followers - 500+ (figures may vary at the time of edit)

Number of posts - 16

Number of likes per post - 20-30 approximately

Market - High-end Watches.

Target market - Asian people

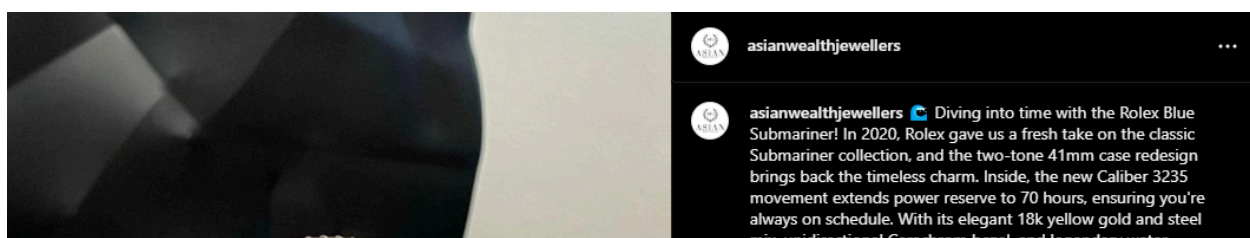
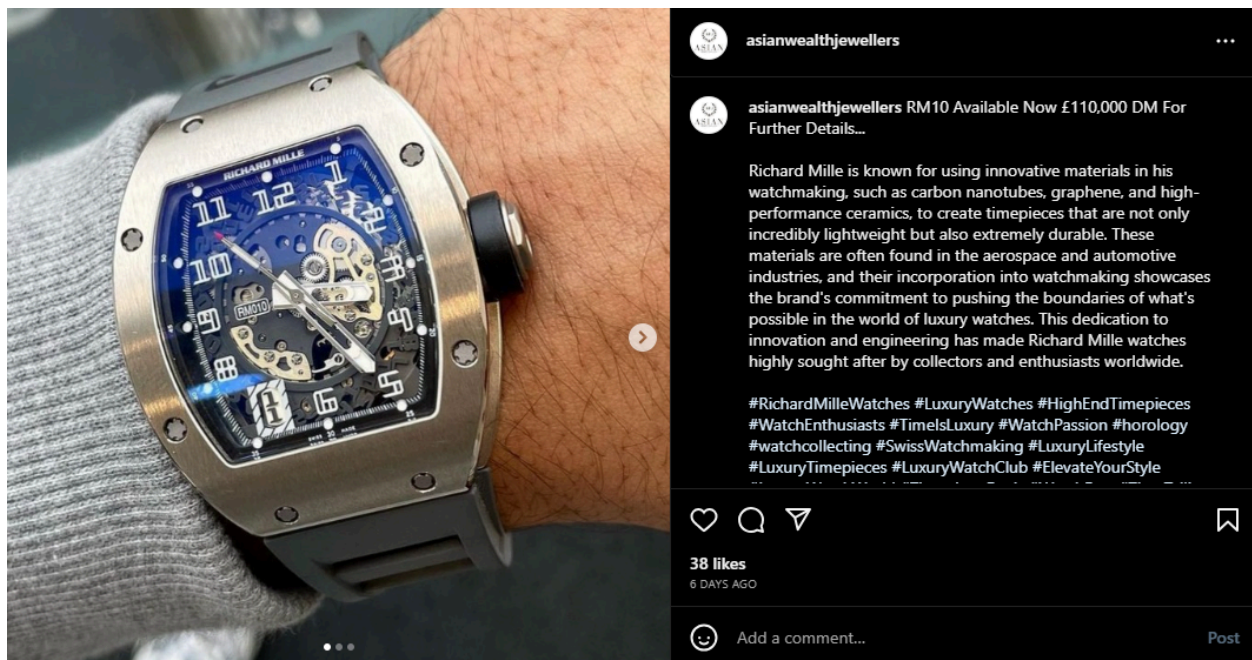
Direct or Online sales? - Both - they operate on Ebay for Online sales.

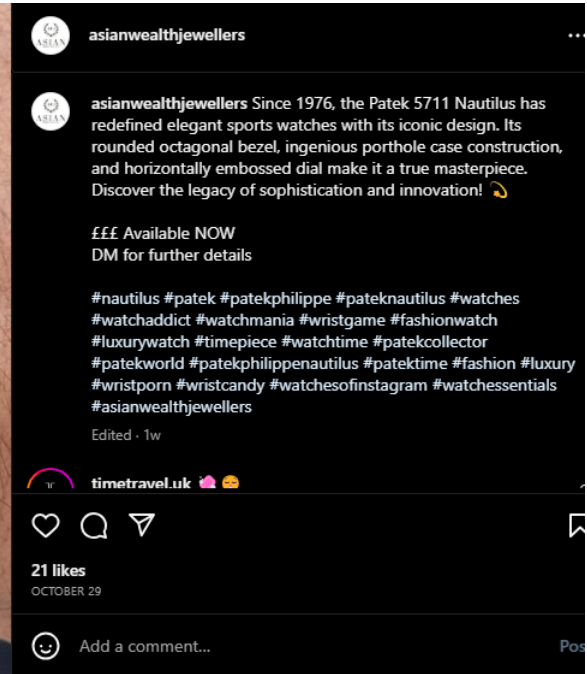
Potential strategies to increase attention from followers:

- Create a website - paste the site's link onto the social media platforms - for instance, on the instagram bio, and/or per posts - this is the start of the lead funnel, allowing 'potential customer' to easily access the site.
- From there, they'll have the chance to opt-in - 'sign up now to receive weekly/ monthly updates regarding new product availabilities and potential discounts' - this will be sent in the form of newsletters (around 1 page long) = free lead magnet (this is the start of the lead funnel)
- For pre-existing clients, they'll receive a fixed discount on selected products (around 20-30% maybe) = medium/high-ticket product.
- When customers make referrals (and if those referrals buy products), they'll get a fixed 15% discount off all products.

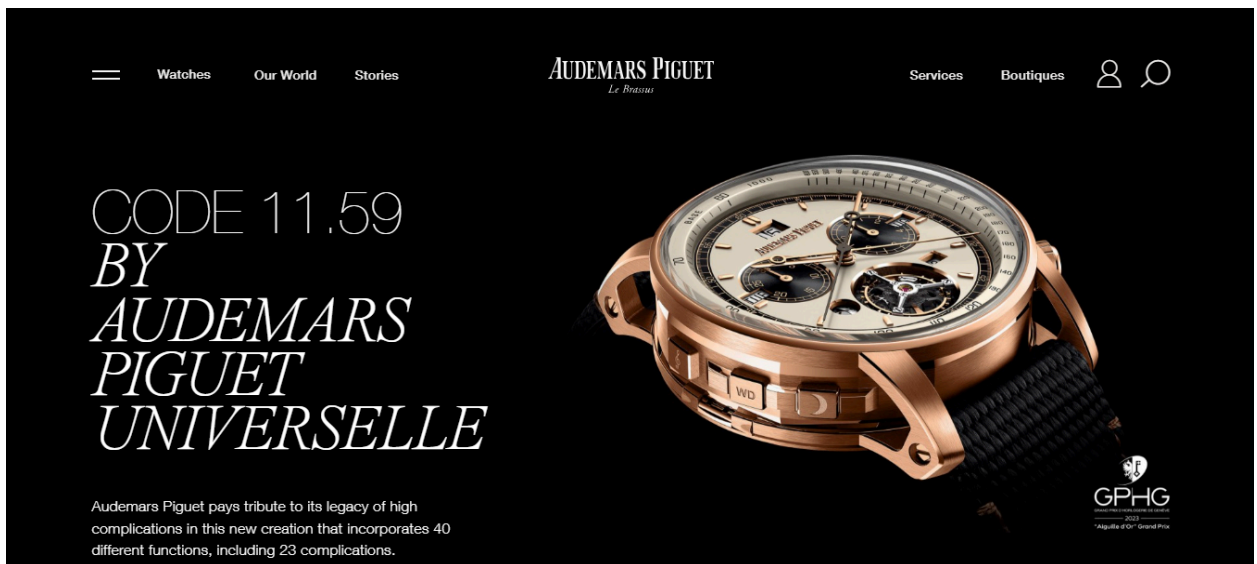
Ideas for a potential website homepage:

Include the following and similar photos according to the following:



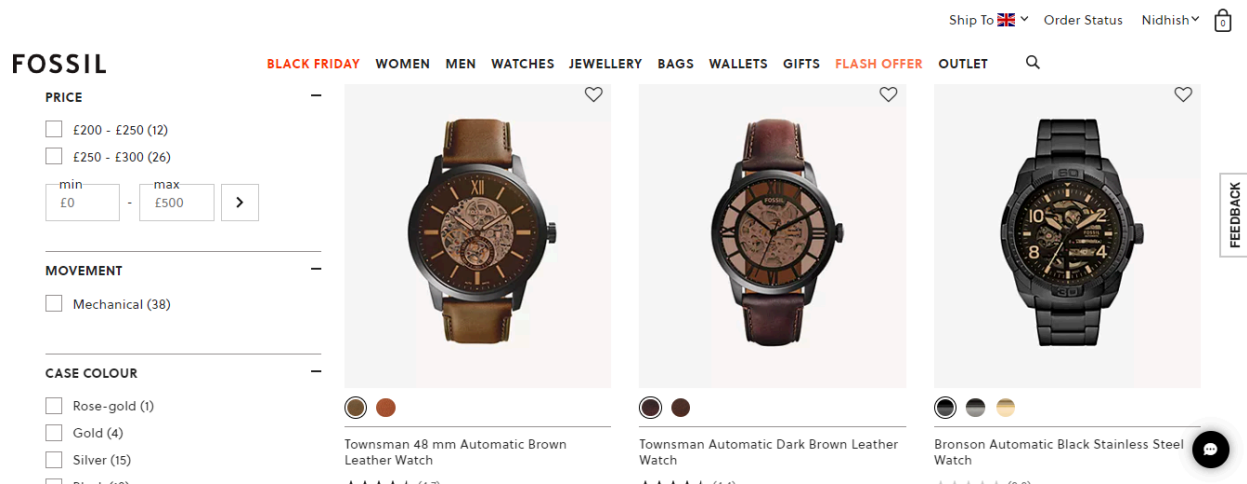


Ideas of potential website homepage:





Possible layouts for products page:



Possible copies to use for introduction in homepage:

- 1) A newly founded and emerging Asian Jewellery market, we place a significant emphasis on luxury and well crafted watches, as they're more than meets the eye. We believe that a watch categorises the type of person you perceive, either a prestigious, high-value, alpha and classy individual of class, or a low-profile, beta type of person. Which one do you want to be? An Alpha, or Beta? If you identify as the former, then you've come to the right place.
- 2) Welcome to the home of all the branded and categories of watches you could possibly dream of, and of course, at a cut-rate price!

Watch types suitable for asian events:

Dress Watches:

1. Patek Philippe Calatrava: A classic and timeless dress watch known for its simple and elegant design.
2. Jaeger-LeCoultre Master Ultra Thin: A thin and sophisticated dress watch with a minimalist aesthetic.
3. Nomos Glashütte Tangente: A German-made dress watch with a Bauhaus-inspired design, offering a clean and modern look.
4. IWC Portofino Automatic: A luxury dress watch with a refined and understated appearance, suitable for formal occasions.
5. Vacheron Constantin Patrimony: A high-end dress watch with a slim profile and traditional craftsmanship.

Cultural Timepieces:

1. Seiko Presage "Urushi Byakudan-nuri": Features traditional Japanese Urushi lacquer and is inspired by Japanese craftsmanship.
2. Chopard L.U.C XP Urushi Year of the Rat: Part of the Chinese Zodiac collection, celebrating Asian cultural symbols.
3. Orient Bambino "Zen": A dress watch with a design inspired by traditional Japanese Zen aesthetics.
4. Longines Heritage 1945: Pays homage to vintage Asian watches with a retro design and classical elements.
5. Cartier Tank Louis Cartier "Tank Cintree": A classic Cartier model inspired by the Tank design, which has timeless appeal.

Luxury Watches:

1. Rolex Datejust: A versatile luxury watch known for its iconic design and precision.
2. Audemars Piguet Royal Oak: A luxury sports watch with a distinctive octagonal bezel and integrated bracelet.
3. Omega Constellation Globemaster: A luxury watch with a design inspired by Omega's heritage, offering elegance and craftsmanship.
4. Patek Philippe Nautilus: A high-end sports watch with a luxurious feel and iconic design.
5. Hublot Classic Fusion Titanium: A luxury watch with a modern and bold design, suitable for upscale events.

Metal Bracelet Watches:

1. Omega Seamaster Aqua Terra: A versatile and elegant watch with a metal bracelet, suitable for various occasions.
2. Tag Heuer Carrera: A sporty yet sophisticated watch with a metal bracelet, blending style and performance.
3. Rolex Oyster Perpetual: A classic and durable watch with Rolex's signature Oyster bracelet.
4. Seiko Prospex Diver's Watch: A robust and water-resistant watch with a metal bracelet, suitable for casual and outdoor events.

5. Breitling Navitimer: A pilot's watch with a metal bracelet, known for its precision and aviation-inspired design.

Smartwatches:

1. Apple Watch Series 7: Offers a sleek design with various customization options and health-tracking features.
2. Samsung Galaxy Watch 4: A smartwatch with a range of health and fitness features, blending style and functionality.
3. Garmin Venu 2: Combines smartwatch features with advanced fitness and health tracking.
4. Fossil Gen 6: A fashion-forward smartwatch with customizable dials and features.
5. Amazfit GTR 3: Offers a balance between style and affordability, with a range of smart features.

Ceramic Watches:

1. Rado HyperChrome Ceramic: Known for its high-tech ceramic construction and modern design.
2. Omega Seamaster Planet Ocean Ceramic: A durable and stylish diver's watch with a ceramic case and bezel.
3. Chanel J12: A luxury watch with a ceramic case and bracelet, blending elegance with modern materials.
4. Tag Heuer Carrera Calibre Heuer 01 Ceramic: Combines a ceramic case with a sporty design and intricate movement.
5. Hublot Big Bang Ceramic: A bold and avant-garde luxury watch with a ceramic case and innovative materials.

Fashion Watches:

1. Michael Kors Access Bradshaw 2: A fashionable smartwatch with a trendy design and tech features.
2. Fossil Monroe Hybrid Smartwatch: Blends traditional design with smartwatch capabilities.
3. Gucci G-Timeless: A stylish luxury watch with fashion-forward design elements.
4. Emporio Armani Connected: Combines fashion and technology in a sleek and modern smartwatch.
5. Daniel Wellington Classic Petite Melrose: A minimalist and elegant fashion watch suitable for various occasions.

These examples cover a range of styles and price points within each category, providing options for different tastes and preferences in the context of Asian events.

Further information to place on website:

Include an opt-in section - 'sign up to receive newsletters about possible discounts and new products in-store as they happen!'

Include any testimonials on the homepage - to increase credibility of the business.

Include free shipping once customers buy over a certain limit (maybe over £300 +)

Hypothetical proposal for improvements to be made:

This will vary and change after the sales call, due to a more in-depth view and approach to be carried out afterwards:

1. How are they currently getting attention?
2. How are they monetising attention? - only recommend facebook and instagram paid ads if they're already making a certain amount of sales and profits per week or month
3. How well does their copy utilise the main emotional drivers of the target market?
4. Have they accurately matched their audience's level of sophistication and awareness?
5. Is their copy confusing, boring or ugly?
6. Are there any noticeable opportunities to use other copywriting tactics to increase the percentage of people that engage and purchase?

Competitions in the watch and jewellery section:

Reviews on Amazon: HANPOSH Men's wrist watches chronograph stainless steel analogue quartz:

5 star rating comments:

Perfect gift for wedding for men

Wristband in silver and gold is a striking combination. The black face is also very stylish. The clasp is easy to spring and it's comfortable on the wrist.

A stylish watch is a must.

1 star reviews:

Very basic and didn't work and some of it doesn't know as instructions very vague

Doesn't keep the correct time or date, strap detached at the watch less than a day after it was bought. I would not recommend this item, yeah looks great but quality doesn't match the looks

The wrist strap could not be adjusted as the removable pins had been plated in during the plating process.