

A summary of some experience in opening a jewelry store

"hardware" construction

(A) Jewelry jade is a special commodity. In its marketing process has its own particularity. So what should we pay attention to when opening a jewelry store? The first is the layout of the shopping environment, which can be divided into external shopping environment and internal shopping environment. The external environment includes the location of the shopping environment, the facade decoration of the shopping environment, the surrounding environment of the shopping environment and other factors. The internal environment includes the internal decoration of the store, the display of counters and goods, the design of the window, the placement of POP advertisements and other factors. Both the external shopping environment and the internal shopping environment belong to the "hardware" section. First of all, the quality of the external environment plays a pivotal role in the success or failure of marketing.

- 1, the geographical location of the jewelry store: the geographical location of the jewelry store has a very close relationship with sales, the most obvious is the advantages and disadvantages of the geographical location, which directly affects the size of the customer flow. Therefore, many jewelers have opened jewelry stores on the busy roads of some cities or in famous tourist spots. To attract more customers into the shop to visit and buy.
- 2, jewelry store facade decoration: facade decoration (that is, signs) is used to identify the store, attract business brand, he can strengthen the impression of consumers on the store, but also play the role of advertising. For signs with a high degree of generalization and strong influence, the visual stimulation and psychology of consumers will have a significant impact. A good sign can do the following: (1) Attract the attention and interest of consumers - some new and unique forms of artistry and imagery, and with cultural literacy signs, can quickly seize the consumer's vision, give people the enjoyment of beauty, induce strong interest and rich imagination (2) strengthen the memory easy to spread - some unique design, easy to read and remember signs, It can leave a deep impression on consumers, spread widely among consumers, and play a role in the dissemination of commercial advertisements.
- 3, the surrounding environment of the jewelry store: the environment around the jewelry store can affect the consumer's identification of the shopping environment, and may also affect the convenience of consumers shopping. If there is a relative concentration of stores selling similar goods, they can influence and interact with each other, creating an effect of scale (also known as the Matthew effect).

(2) The ideal shopping environment should provide consumers with convenient shopping conditions as far as possible, so that consumers can get the greatest degree of satisfaction in this environment, and consumers can get satisfactory shopping experience after consumption, and tell this good experience to other consumers, and spread the good service and good corporate image provided by the shopping place. For jewelry stores, in order to achieve this effect, the internal facilities layout, the service quality of the salesperson, the service that the store can provide must be of

high quality, only in this way can we attract consumers and leave them a good shopping impression. Store interior decoration, including counter layout, wall, floor, ceiling design, as well as internal lighting, sound, smell and humidity mediation and control content. Good interior decoration is very obvious to promote consumer purchasing behavior and improve operating efficiency. On the one hand, he has a strong stimulation of the sensory organs of consumers, so that they feel elegant, comfortable and harmonious in the process of viewing and purchasing goods, and always maintain an interesting mood, thus promoting the purchase behavior; On the other hand, he can also make the salesperson full of spirit, mood, enthusiasm for service, so as to improve work efficiency and service quality.

1, the basic requirements of the layout of the counter include: (1) to facilitate consumers to watch and buy; (2) Facilitate the display of goods; (3) Coordination with the overall shopping environment; (4) facilitate the movement of consumers; (5) Facilitate the salesperson to take the goods; (6) Can effectively use space to increase the opportunity to display the goods sold.

2. The jewelry products operated by jewelry stores are rare and valuable commodities with unique functions, generally speaking, the price is relatively high. When buying such goods, consumers are generally willing to spend more time, perhaps before the purchase has been carefully considered, formulate the corresponding purchase plan, and then take the purchase behavior. Therefore, for the counters of jewelry stores, the goods on display inside them, in addition to meeting the above basic requirements, must also be placed neatly, fully displaying the personality characteristics, beauty and texture of jewelry products, and enhancing consumers' trust in the products sold in the store.

3, color deployment: different colors can cause people to have different associations, produce different feelings in the heart. Color deployment is too gorgeous, will make people feel unsafe, emotional irritability; Color deployment is too plain, will make people feel tired, depressed. Therefore, whether the color allocation of the interior decoration of the jewelry store is appropriate and pleasant is of great significance to the purchasing behavior of consumers and the emotional adjustment of the salesperson at work. Proper color deployment can promote consumers' desire to buy, and play a multiplier effect with half the effort, on the contrary, it will get half the result with half the effort.

4, interior lighting: the interior lighting of the jewelry store can be divided into basic lighting, special lighting and decorative lighting. Basic lighting is a lighting system set up to ensure that consumers can clearly see and identify goods, generally arranged on the ceiling of the store, mainly white lighting. Basic lighting In addition to providing consumers with the identification of commodity lighting, the different lighting intensity of basic lighting can also affect people's shopping atmosphere. Generally speaking, the luminosity is the largest in the innermost configuration, followed by the front and side luminosity, and the middle luminosity is the smallest. This proportion of basic lighting can not only increase the effective use of store space, so that the store is full of vitality, but also make consumers' eyes instinctively move to the bright inside, attracting them to walk through the store from outside to inside, and always maintain a greater interest in purchasing. The special lighting is usually configured to increase the brightness of the

jewelry counter, often using spotlights and other devices in the counter and above the counter to direct lighting. Configuration of such a lighting system, not only help consumers to watch and appreciate, choose to compare, but also show the jewelry products of the pearl, coupled with the unique luster of the jewelry itself, play a role in each other, giving consumers a noble and rare psychological feeling. In the design of special lighting, the particularity of the jewelry itself should be fully considered, because most gems are colored, therefore, the use of colored lights should be avoided to illuminate the gem, so as not to change the color of the gem itself, and affect the purchase behavior of consumers. In short, the design of the appropriate lighting system, for the store, is to display the store, establish the store image, promote the store, attract customers, convenient to buy an indispensable means.

5, POP advertising Settings: POP is the English abbreviation of the Point of Purchase, meaning "the purchase of advertising", the store can promote sales of advertising belong to the category of POP, it can replace the salesperson to convey commodity information and activity information. Well-made POP advertising is the best tool to promote consumer purchase behavior. POP advertising is set in the shopping scene, which helps to arouse the consumer's subconscious memory of the product; It can also convey a lot of product information to consumers, virtually playing the role of salesmen; Beautiful POP advertising, but also beautify the shopping environment, many modern commercial enterprises, have invested more manpower and material resources to design beautiful POP advertising, and the production of goods enterprises also the shopping environment POP advertising as a good game to promote products. After the early "hardware" construction of the jewelry store, in order to have a good later development, it is necessary to do a good job in the development and utilization of "software". The "software" here includes: the salesperson of the jewelry store and the marketing strategy of the jewelry store.

1, jewelry store sales of jewelry, mainly through the salesperson's technical labor and service labor, as well as communication with consumers to achieve, the salesperson's labor, is the key link in the process of jewelry marketing activities, no matter how neat and beautiful the appearance of the store, how comfortable and elegant the internal environment, to achieve the transfer of jewelry product ownership, that is, the return of money, Are inseparable from the jewelry store salespeople this special labor. Because the salespeople are in a complex and active trading environment, they often come into contact with a variety of consumers, and the factors such as the accomplishment of the salespeople themselves, business ability, family environment and personality characteristics often affect their psychology and behavior during labor. Therefore, for store managers, in addition to considering the external factors that affect the psychological state and business behavior of salespeople in marketing activities, it is also necessary to study its internal factors, mobilize the labor enthusiasm of salespeople with a target, cultivate their good psychological quality, and promote sales work. And a perfect jewelry store must have a number of excellent Sales staff, this includes general sales staff and senior sales managers. The requirements for general salespeople are: dress neatly and standardize; Good language skills; Strong communication skills; Also have a strong psychological ability

to bear; At the same time, it also has a certain knowledge of jewelry and better own conditions. His work authority is: to market the jewelry and jade products of the store, discount the products within the scope specified by the manager, and be responsible for the placement, inventory and calculation of the goods in the cabinet. While senior sales managers have the characteristics of general sales staff, they also have the ability to independently analyze and solve problems. The specific performance is: to be able to accurately identify, evaluate and price jewelry and jade; Able to deal with jewelry store emergencies in time; Establish good relations with travel agencies and tour guides. The manager's rights are: purchase, pricing, discount, delivery, personnel management, etc. 2, and marketing strategy is the most important part of the jewelry store. Jewelry marketing, as a commercial activity, naturally follows the general rules of commercial activities. However, jewelry culture has a great incentive role in jewelry marketing, and we can regard jewelry culture as an important strategy or skill in jewelry marketing. (1), carry out a variety of forms, with innovative characteristics of sales promotion activities walking in the street, we can often see a lot of jewelry store promotional activities, or as a reward, or around the price for promotion and promotion, the same, no new ideas, it is difficult to attract the attention and interest of consumers, so it is difficult to get the actual promotional effect. If we can carefully plan and design a clear theme with novel and distinctive ideas when making promotional publicity, it will get twice the result with half the effort. (2), advertising and close activities are the basis of promotion in the store regularly set up jewelry professional knowledge lectures, or invite jewelry experts, scholars to answer consumers in the purchase process of doubts, or hire authoritative, independent jewelry product quality certification bodies to sit in the service, these are jewelry store marketing activities process. Public relations activities recognized by consumers. Due to well-known reasons, Chinese consumers have a low understanding of the professional knowledge of jewelry. Because consumers do not understand the knowledge of jewelry products, they will subjectively inhibit consumers' consumption behavior. From the perspective of the operating mechanism of the existing jewelry stores in China's jewelry industry, advertising and publicity activities can popularize the knowledge of jewelry. Consumer education is impractical and difficult to achieve. Therefore, this requires each business according to their own conditions and actual situation, do a good job in consumer education and publicity and promotion. (3), according to the needs of consumers, comprehensively improve the quality of service Jewelry promotion is not only a wishful thinking of the store, consumers buy jewelry products, in addition to considering the quality and price factors, but also consider other factors, of which service is the most important. Therefore, to think what consumers want, to provide consumers with all kinds of services, is the core of successful jewelry marketing activities, quality service has become an important means of business competition. In the process of modern commodity marketing activities, consumers in addition to the value of physical products, additional products are also very important, and the size of the value of additional products, is often the consumer evaluation of his (her) post-purchase feeling, and whether it can bring more "repeat customers" to the sales

of the key, jewelry marketing enterprises must pay great attention to. In addition to the above free cleaning, repair, gift cleaning and maintenance of diamond jewelry gadgets, you can also establish consumer files, the implementation of regular return visits, data compensation, secondary concessions (discount margin with the number of patronage increased), jewelry style update, exchange, awarded honorary customers, so that consumers from the psychological and affordable to get real satisfaction. (4) The use of public figures to enhance the image of jewelry jewelry stores in the process of marketing activities, you can make full use of the celebrity effect of public figures, that is, through the image of a person or a unit in the society has been established to enhance the image of jewelry products. The influence of celebrities is intangible, but it can make a specific product in the public to create public effect and sensation.

With the construction of "hardware" and the development of "software", we can not ignore some knowledge about the construction of the development of jewelry stores and the operation of jewelry stores.

1, the first is the preparation and dredging of the purchase and sales channels of the jewelry store. In general, open a jewelry store in Yunnan, the purchase channel is very simple, as long as you open a jewelry store, a little fame will naturally be delivered to the door, but the price will have to see yourself. This requires that there must be a good jewelry jade identification knowledge and better eloquence. 2, sales channels and Yunnan's big travel agencies and tour guides to do a good job, because Yunnan is a big tourism province, and jewelry and jade are largely tourist commodities, with their support and cooperation, it is equal to a source of tourists; With more customers, it is equivalent to having economic benefits. 3. The pricing of jewelry products in jewelry stores is also very important, and a scientific and reasonable pricing method can make your jewelry stores profit a lot. The discount rate should be taken into account when the lower purchase price is added to other costs such as taxes, sales commissions and tour guides. If the actual sales price of a piece of jewelry is S yuan, and its price is W yuan, the discount rate is $W \times Y\%$, the base price is M yuan, the tax and other costs are N yuan, and the reasonable profit is D, the salesperson is $3\% \times S$ yuan (the salesperson's commission of the average selling price of Yunnan jewelry store is 2-4%, including the manager and the financial commission), The tour guide becomes $T\% \times S$ yuan (the general tour guide becomes a trade secret and is not easy to publish). Then there is the formula: $S = W - W \times Y\% > D + M + N + 3\% \times S + T\% \times S$. 4, the operating cost of the jewelry store: the cost here refers to the minimum theoretical cost, that is, the minimum wage of the employee + other necessary costs. Staff salary is generally a basic salary of 200-250 yuan (including food and accommodation) plus commission, commission distribution is: general sales staff accounted for 2% of their own sales; Managers account for 1-1.5% of the store's total sales; The finance staff accounts for 0.5-1% of the total sales of the mall. 5, jewelry stores must have some small items: (1) sales vouchers; This is an important evidence for consumers to consume and evaluate the performance of the

salesperson, which clearly indicates the price, quantity, time and salesperson of the goods sold. It is in three copies: the first is the accounting, kept by the cabinets themselves as the basis for cleaning the goods on the second day, the second stub, kept by the financial department, as the basis for calculating the salesperson's commission at the end of the month, the third is the customer's consumption voucher, kept by the consumer himself, as the proof of consumption, so the third to do some special, with advertising and publicity functions. (2) "preferential card" : on the surface, it is a card used by businesses as a means of preferential treatment in order to attract consumers. In fact, its most important function is to hide the name of the travel team, and the specific number is only known by the business. (3), quality three guarantee promise card. It is a symbol of consumer rights, has the role of a guarantee, is an effective certificate for consumers to return or exchange goods, and must have certain anti-counterfeiting technology and professional knowledge. In short, for jewelry store sales, good service, good product, good reputation, good quality, reasonable price is the enduring "truth".