
Final Panel

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Presented to: Jean Pascal Simard
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Existence of need

Retailers	Price interest	Product interest	Concept interest
UNICORN	✓	✓	✓
General 54	✓	□	✓
EDITORIAL	✓	✓	✓
LuKuma Boutique	✓	□	□
Phat City	□	□	✓

- During the process of our research, we have successfully interviewed with 6 Montreal Boutique owners, and over 40% percent owners were interested with our products and concept. The main reason that attract those owners are the price of our products. To illustrate, more than 70% of the boutique we found are currently cooperate with local designer. However, they are not satisfied with the cost of those products. Thus, we can determine that current independent retailers in Montreal is desiring a supplier whose products' quality and design meet their requirement but with a lower cost.
- Another need is over 30% of the boutiques are interested in our collection and their perception to these design are unique, and rare to see those design in Montreal market, especially in today's diverse society, they would like to try something different.

Collection example

Jolly Molly

轻珠宝



DARKNESS LAB



静物细节 DETAILS



静物细节 DETAILS



ZEGL

ZENGLIU



ZEGL



ZEGL



ZEGL



ZEGL



ZEGL



Concept- how it better satisfies the need

- The cost of our jewelries are much lower than local designers, it will increase the markup that retailer has, so that brings retailers more profits.

Relatively standardised raw materials and sufficient supply chain, as well as the lower cost and the almighty e-commerce infrastructure, make it easier for local designers to build their own labels from scratch.

- To match different styles of retailers, we offers different series of products. In addition, we can also provide different styles of jewelries for retailer's seasonal collection.

Concept- Value proposition

- Our job is introducing fine designs from China into Montreal medium price jewelry market by creating a reseller company and cooperating with local retailers that delivering fine Chinese design to Millennials customers.

Concept-Product

- Jewleries from Jolly Molly, ZengLiu, Darkness Lab
- Price
- Advantages: affordable price for retailers, ethical production process and package, Various products: different collections of jewelries to match different styles of various retailers, In addition, we provide different styles of jewelries for retailer's seasonal collections. Brings high markup (profits) to retailers, Various Product selection and free delivery service, and after-sell service (return)

Estimated price sheet

Cost of products	9\$-16\$
Transportation (incl Tax)	0.7\$/piece
Total cost of product	9.7\$-16.7\$
Resell Price	13\$-22\$
Markup % range for Resell	30%-40%
Suggested retail Price	25\$-35\$
Markup % range for retailer	80%-90%

Supply chain, production and distribution

Supplier

Independent designer brand in China

Ready to ship

Chinese logistic company

Reseller (US)

Distribution

1. Jolly Molly 轻珠宝

2. DARKNESS LAB

3. Z E G L

* These 3 brands have said they are interested in our project and may cooperate with each other.



- ❖ They could help us avoid taxes charge if we ship packages that are not too big. This is a better choice for us especially we only need small amount of products at the beginning of our business.
- ❖ price 10\$/lb
- ❖ 3-5 business days
- ❖ website: <http://www.caocaologistics.com/>

- * Ship items are all sent to the office for unified distribution.
- * location: 6894 Avenue Lamont, Montréal, QC H4E 2T9
- * Advantage: manage goods to ensure their quality before they are allocated to the store

- ❖ Our Job is to distribute products that we have chosen in China, and we cooperate with different boutiques and ask them to sell those products for us. This is where we earn benefit.

- ❖ We give part of our benefit as the rent of their space. (detail cost still needs negotiation)

- ❖ We don't ask prepayment at the beginning of our cooperation.

We found two stores that were interested in working with us

1. EDITORIAL

Location: 1455 Rue Stanley,
Montréal, QC H3A 1P4

boutique

2. UNICORN

Location: 5135 Boul St-Laurent,
Montréal, QC H2T 1R9

Target Market

We target at Montreal small boutiques that have young and dynamic female consumers aged from 20-30(around 55k) who enjoy styling trendy accessories with their outfits, from feminine, casual, street to alternative, our jewelries will refresh the stores with new air of fashion.

Boutique		EDITORIAL	
Styles	Feminine, classic	Street, trendy	Casual, artsy
Interests	Art, fashion	concerts, clubs, sports	Art, design, music
Perception	Interested our designs Interested in our price	Interested in most of our designs Interested in our price	Not interested in our designs because they are different from their simple styles Interested in our price