

**Etonde Abla Ngakfumbe**

**SETTING UP AN ONLINE JEWELLRY BUSINESS**

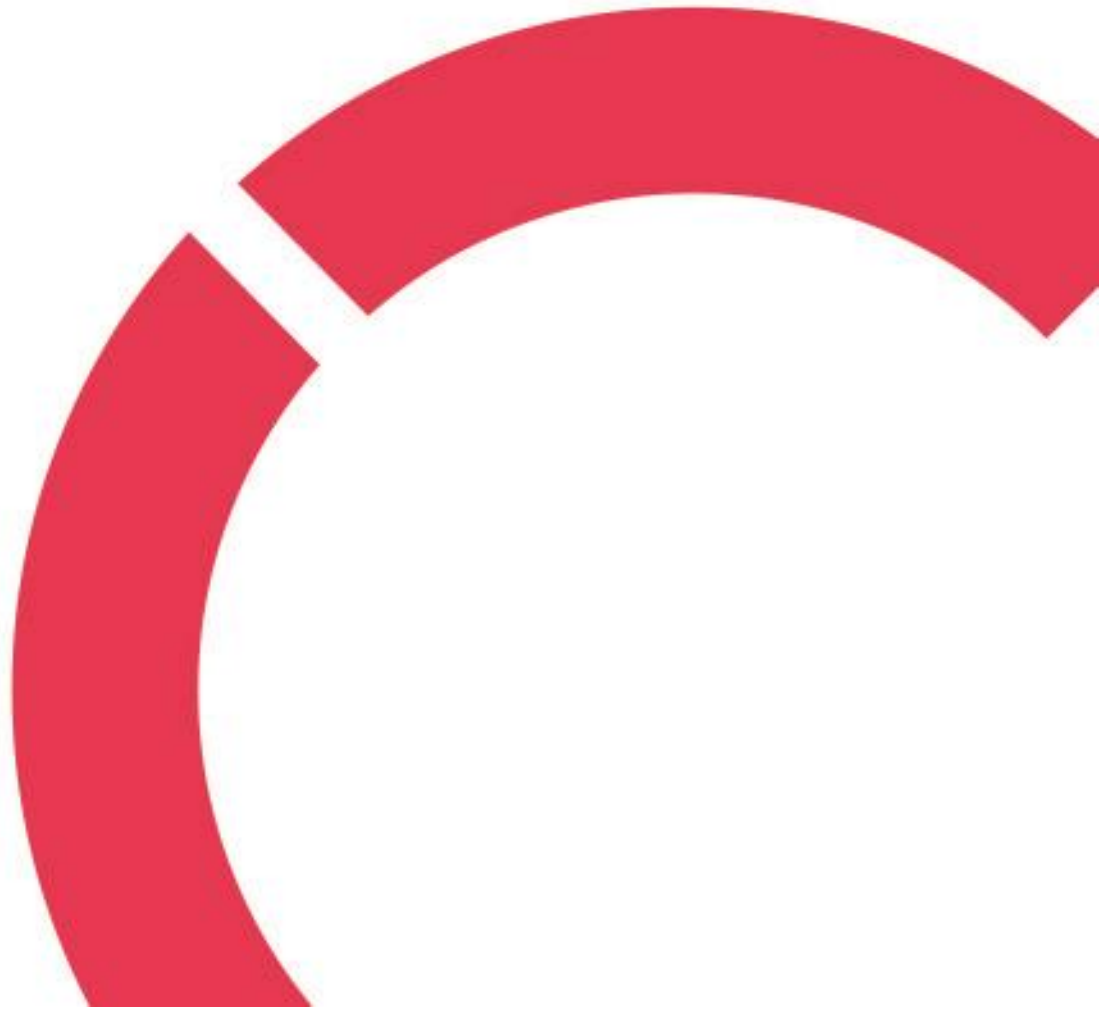
**A business plan and what to consider for an online jewellery business**

**Thesis**

**CENTRIA UNIVERSITY OF APPLIED SCIENCES**

**Bachelor of Business Administration, Business Management**

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**ABSTRACT**

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<p>This research was aimed to design and develop a visually appealing and user-friendly website for Bijoux Amante, with a focus on highlighting the products and attracting potential customers. Bijoux Amante is a jewellery business which deals in the sales of already made jewellery. The thesis was divided into five chapters, chapter four addressed specific aspects of website creation and how it will influence the growth of the business. The business plan for the thesis has been elaborated upon in chapter two of this document.</p> <p>The introduction introduced the study along with an overview and a brief history of jewellery. The objectives and research questions that guided the research were outlined. It investigated the power of online stores over physical stores in favour of the buyers and the sellers. The qualitative method was used to collect data through administering questionnaires and carrying out interviews virtually (zoom calls). The sample size of the respondents was ten males and fifteen females. Making a total of twenty-five respondents. The prescriptive method was used to make the analysis of the gathered data. This method enabled the researcher to know what steps to take and what to consider when establishing a website for jewellery sales.</p> <p>This thesis examined the importance of search engine optimization (SEO) and online marketing strategies to enhance the website's visibility and generate organic traffic. Techniques for optimizing product descriptions, leveraging social media, and implementing email marketing campaigns were explored. It also outlined procedures for continuous updates, maintenance, and the monitoring of website analytics. By the end of this study and the implementation of the findings, the jewellery business had a professional, aesthetically pleasing idea of the jewellery website that reflects the brand image, attracts potential customers, and facilitates online sales.</p>		
<b>Key words</b> Business, business plan, enterprise, jewelry, social media platform, website.		

## **CONCEPT DEFINITIONS**

### **BCE**

Before common era

### **FAQ**

Frequently asked questions

### **SEO**

Search engine optimisation

### **CRO**

Conversion rate optimization

### **UX**

User experience

### **SSL**

Secure Sockets Layer

This is a standard technology for preventing hackers from seeing or stealing transferred information like personal or financial data between a website and a browser.

**ABSTRACT**  
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## 1 INTRODUCTION

Technology has transformed many parts of corporate operations, including marketing and sales. In today's increasingly digital world, a strong online presence has become critical for businesses of all sizes. The jewellery industry is no different. With the invention of e-commerce platforms and an increasing demand for online purchasing, jewellery companies must adapt and exploit their online presence to remain competitive. Creating an engaging and user-friendly website is one effective technique to accomplish this. It offers several advantages and opportunities for businesses to reach a larger audience and enhance sales. For thousands of years, jewellery has been a component of human civilization. Throughout history, it has been used as a type of personal decoration as well as a symbol of prestige, riches, and beauty. Jewellery creation extends back to prehistoric times, with the earliest known pieces dating back to 3,000 BCE before common era in ancient Egypt. (LeGrand 2023.) It was frequently manufactured using valuable metals such as gold and silver and embellished with gemstones in ancient civilizations such as Egypt, Mesopotamia, and Greece. Europe's jewellery industry prospered during the Middle Ages. (Shaikh 2023.) Gem cutting and metalworking skills progressed, resulting in elaborate and extremely detailed designs. Jewellery was made to display riches and power for the nobles, royalty, and the church. The 18th and 19th centuries saw considerable developments in the jewellery business because of the Industrial Revolution. With the introduction of mass production processes such as machine-made components and casting, jewellery became more accessible to the middle class. (LeGrand 2023.) Jewellery design evolved from traditional designs to more innovative and artistic methods in the late nineteenth and early twentieth century. Art Nouveau favoured natural forms and motifs, whereas Art Deco favoured geometric shapes and dramatic designs. The jewellery business was influenced by technological breakthroughs and changing societal attitudes in the twentieth century. Jewellery companies grew, offering a vast range of styles, materials, and price ranges to cater to a wide range of consumer preferences. (Shaikh 2023.) Fine jewellery, costume jewellery, and designer jewellery all gained popularity. The jewellery industry is still evolving and adapting to shifting consumer needs and market trends. Customization and personalization are becoming increasingly significant, allowing buyers to create one-of-a-kind pieces that reflect their personal taste. Sustainable and ethical practices have grown in importance, resulting in the growth of eco-friendly and socially responsible jewellery manufacturers. (LeGrand 2023.) From its ancient beginnings to the present digital age, the jewellery industry has come a long way. With the introduction of e-commerce and internet platforms, jewellery manufacturers now have more opportunities than ever to interact with customers all over the world and promote their products.

The purpose of this study is to analyse the impact of establishing my jewellery business website and reducing the reliance on physical contact with buyers. To investigate the effectiveness of various online marketing strategies to drive traffic and sales, or to assess customer satisfaction and preferences regarding online jewellery shopping. The purpose and goals of this study are to investigate the significance of website construction for my jewellery business. To analyse the essential factors that form a successful jewellery website. To comprehend the impact of website development on the total marketing and sales performance of a jewellery company. To investigate the current problems that jewellery businesses confront in the digital landscape. Identify the prominent features and design components required for a successful jewellery website. To assess the effect of website development on consumer engagement, brand awareness, and sales conversion rates.

## **2 ABOUT THE BUSINESS AND BUSINESS PLAN**

I own and operate a jewellery company called Bijoux Amante, where I sell accessories for both men and women. I have been operating my company in a conventional manner for a few years, and for the time being, I am looking to establish it online. To make it possible for people in my home country as well as those in Finland to make purchases from this website or online shop. A variety of gold and silver jewellery, as well as designs based on African culture, will be included in the assortment of jewellery that will be offered. Every person that is interested in the designs will be the target audience for this shop. We are of the opinion that the designs of African jewellery will also attract the attention of buyers who are not of African descent, such as Asians and Europeans who are in Finland and across Eastern Europe. The online shop will serve as the venue for dealing with all types of commercial transactions or activities that take place between the buyer and the vendor.

### **2.1 Company location and facilities**

The Bijoux Amante online shop will be available for those Finland and then expanded across Europe. We will establish a warehouse in Kokkola, Finland, since it is my current hometown, and another one in Bamenda, Cameroon, as the most dependable individuals I collaborate with are located there. Initially, there would be no physical office; all operations will be conducted online. Since we would be buying pre-made jewellery from Africa, Italy, and China, there is no need for any manufacturing facilities or machinery. My colleague, the inventory manager in Cameroon, and I will purchase pre-made jewellery and enter the product information into the website of Bijou Amante Store. There will be no brick-and-mortar establishment for sales or exhibition in Finland. However, a registered address will be provided for post-sales services, as well as for assisting customers with shipping and payment-related matters.

### **2.2 Products and organisation**

Bijoux Amante will sell nationally. Our collection will range between Africa, and westernised Jewellery pieces. So, we will purchase the readymade jewellery from the Africa, and China, turkey no production premise or production related machineries are required. The present staff of Bijoux



Amante business consists of just three people. In Cameroon, there is one inventory manager who oversees maintaining the inventory and handling deliveries. Additionally, there is another employee who is responsible for sales, financial matters, and after-sales services. After the buying manager completes the product acquisition, they deliver a comprehensive list of items and their corresponding pricing to ensure efficient execution of the inventory tasks.

### **2.3 The stakeholders**

The main stakeholders for the Bijou Amante Store company are customers, employees, and suppliers. The primary target clients for the product are Finnish citizens and African immigrants residing in Finland, particularly those from countries such as Cameroon, Nigeria, Ghana, Ethiopia, Congo, and Somalia. A recent observation indicates that a considerable proportion of immigrants in Finland are of Somali origin. In addition, indigenous Finns will be inclined to acquire African styles. There are three employees. At now, Bijou Amante Store will employ just two individuals. The Sales Manager is accountable for verifying payments and providing post-sales services in Finland. The procurement manager will acquire the items from local merchants and manufacturers in Africa, China, and Italy. The local wholesalers and manufacturers are the primary suppliers. Depending on future demands, the Bijou Amante shop can choose to get goods from suppliers in other countries. The online purchasing system will be used by consumers and staff, excluding other stakeholders.

### **2.4 Sales process, delivery process**

Customers can visit our website and browse our jewellery. Customer needs to register in the online shop system with extraordinarily little information to get better browsing service. Customer can browse the products what he marked in Wish List during his last visit. And customer can place the order only through the online shop system. The inventory manager will process the delivery and ship the items to the customer's postal address within a maximum of 48 hours after receiving payment. Additionally, the delivery status will be updated on the online store. Customers may track the status of their bought products using our online system. Customers will have the option to collect items from the Helsinki sales office, potentially reducing shipping costs. If the client has any more inquiries, they

will contact the sales manager via email or phone, providing the order number, date, or customer ID for identification purposes.

## **2.5 Payment system and monetary management**

Currently, the online system does not support payment by electronic bank cards. Instead, it only allows payment through the bank transfer system to the Company's bank account. Bijoux Amante Store maintains accounts with most well-known banks, ensuring that most transfers are promptly updated. Upon completing the transfer of funds equivalent to the invoice amount, it is necessary to provide a copy of the transaction or transfer document via the online system. The sales manager will promptly get notification of the new order and payment. They will review the order and invoice, and then generate a sales order to be sent to the inventory manager for delivery. Our research has shown that clients see bank transfers as a more secure payment method compared to using their electronic bank cards. When you make a payment using your electronic bank card, you are required to provide your card details via the internet. Customers express concerns about the potential theft of their bank card information. However, using the bank transfer method, clients are not required to provide any confidential information to any external entity. (Hasan 2013 7). Since our target consumers are from Finland, there will be no additional fee for bank transfers. However, if you want to make a payment using an electronic card or PayPal, additional fees will be applied. Initially, our strategy is to only use bank transfers for making payments. In the future, we will also include other payment methods depending on client requirements and company needs. Given the tiny scale of this company, the first aim would be to maximise profits by using little resources. Due to time constraints and security concerns, it may not be possible to carry out all financial operations on the internet system. Certain transactions may be performed manually. However, as the firm expands, further investment and an automated information system will be implemented.

## **2.6 Managing marketing and sales**

Our intended client base consists mostly of African and European populations. Our advertising strategy will revolve on forthcoming community celebrations throughout the year. We shall collect and save all consumer data to categorise customers into segments and effectively tailor our marketing efforts to meet their specific expectations. By analysing the recorded consumer information, we can accurately anticipate the future expectations and demands of our customers. Our website will have adverts displaying the newest fashion items, current specials, and discounts. All purchases and financial transactions will be recorded outside of the online store system. The online store computes and stores all sales data, allowing for the presentation of sales information organised by dates and consumers.

## **2.7 Sourcing and warehousing**

Bijoux Amante Store procures jewellery from wholesalers and manufacturers. Bijoux Amante shop procures jewellery from local producers in response to any specific client requests or emerging trends in the industry. Bijoux Amante will establish a warehouse. Whenever there is jewellery in the warehouse, it should be shown on the internet store. The online retail system must consistently log updates on the state of inventories.

## **2.8 IT development program**

The fundamental aspect of the firm is the e-commerce platform (Eugene 2023). Our objective is to use state-of-the-art technology to provide customers with exceptional online purchasing experiences. Therefore, ensuring that the online system is regularly updated to meet the requirements will always be a key aspect of the plan. Over time, the system will be developed, and modern technologies will be integrated in accordance with the requirements. In the summer of 2024, the first iteration of the online shop will be launched and made available to consumers. The primary goal of the first launch of the

online store is to assess consumer behaviour and gauge the level of interest and popularity of the company. This will enable us to analyse the effectiveness of the system and make any necessary adjustments to our plan depending on the feedback we get. If everything goes according to plan, the online shop will be enhanced with optimal features for clients.

## **2.9 Theoretical foundation of website development**

Creating a website targeted to the needs of the jewellery industry necessitates considerable thought and attention to detail. Numerous research has been conducted to determine the best design features, user interface, and functionality for good jewellery websites. Smith, for example, emphasizes the need of clean and visually appealing interfaces that highlight the products (2020, 22). To deliver an immersive experience for potential clients, the author proposes employing high-quality product photos, simple navigation, and minimalistic designs. Customers are increasingly browsing and purchasing jewellery not only on desktop computers, but also on mobile phones and tablets. Failure to optimize websites for mobile devices can result in a terrible user experience and diminished online sales potential.

E-commerce is critical to the success of jewellery business websites. Several studies have investigated different areas of e-commerce that are crucial to this industry, such as the online buying procedure, secure payment gateways, and successful online product catalogues. E-commerce platforms that offer secure payment methods boost client trust and willingness to make transactions. This research emphasizes the need to incorporate dependable and convenient payment mechanisms, such as encrypted transactions and well-known payment gateways like PayPal, to boost client trust in online transactions. In addition, investigate the effects of effective online product catalogues on increasing sales. According to the authors, categorizing jewellery goods, providing informative product descriptions, and integrating customer ratings improves buyers' purchasing decisions. These techniques increase client happiness and confidence by adding transparency and legitimacy to the online shopping experience. (Chen & Prompanyo 2021 26.)

For promoting jewellery business websites and attracting new clients, effective marketing methods are required. Several articles and publications concentrate on jewellery marketing strategies. For example,

Johnson emphasizes the importance of using excellent quality content to engage customers and raise brand awareness (2024). Posting high-quality photographs of Jewellery pieces on platforms like Instagram or Facebook on a regular basis can build attention and attract new purchasers.

Furthermore, investigate the concept of storytelling in jewellery marketing. Businesses develop a distinctive marketing strategy by tying jewellery pieces to human histories and emotions. This emotional connection can be a significant strategy for distinguishing jewellery brands and increasing customer loyalty. This extensive literature analysis focuses on the critical elements involved in developing and optimizing excellent jewellery business websites. Businesses can improve their online presence, attract new customers, and maximize revenue and growth by examining design components, focusing on e-commerce methods, and using efficient marketing approaches. Matching these methods with the jewellery industry's specific demands and preferences is critical for standing out in an increasingly competitive digital market. (Chen & Prompanyo 2021 24.)

### **3 METHODOLOGY**

Within this chapter, the approach that was used in the research is discussed. The purpose of this chapter is to give in-depth explanations on the study idea and methodology, as well as information on the demographic, sample, and data collecting procedures that were used throughout the process of data collection. In addition to that, the paper contains in-depth explanations about the validation of the equipment, as well as the procedures that were used for the collecting and analysis of data.

#### **3.1 Methods of data collection**

The gathering of information on the respondent's preferences, online shopping habits, and impressions of jewellery websites, qualitative data was collected by means of carrying out interviews. Usability, online design, credibility indicators, and purchase behaviours were some of the topics that were discussed throughout the interviews conducted. Conduct in-depth interviews with business owners or executives affiliated with the jewellery sector to get qualitative insights into their experiences and difficulties in the process of developing and using websites. During the interviews, we discussed the reasons for the construction of the website, the processes that were used to make decisions, and the perceived benefits and drawbacks. Using artificial intelligence (AI), I was able to get some significant information about the theoretical underpinnings and essential materials that can be found in the history of jewellery. During a group interview session, I established a link using Zoom, which made the process easier and more efficient. In addition to that, the researcher used the method of gathering secondary data. Books, articles, and journals that were already in existence were used to acquire data for the research.

#### **3.2 Data analysis techniques**

For extracting the material that is found in this thesis, the prescriptive analysis technique was used. The development of research questions was made easier by this method, and it made it possible to conduct an in-depth investigation into all aspects that are associated with the creation of a website for a jewellery firm. Additionally, it made it easier to do a study of the purchase patterns of the respondents as well as their expectations when it comes to me once the website is formed. To be able to make

educated decisions on the establishment of a website for a jewellery firm, I will be able to acquire knowledge or data on current advancements in the e-commerce market. The information that is presented in this study was obtained via the process of doing an analysis of the data that was gathered from secondary sources.

### 3.3 Presentation style and demographic review

To present the collected data on the favourability of website creation over physical store, I provided a summary in a clear and organized manner. However, I have collected responses from 25 individuals regarding their preference for website creation.

TABLE 1: Summary of Collected Data

Category 1	Prefers website creation: 22	22
Category 2	Prefers physical stores: 3	3
Total		25

Identified the target audience for the research study, such as customers, business owners, or industry experts. Determine the most suitable data collection methods, such as interviews, or focus groups. These methods can be employed to gather information on customer preferences, business needs, and challenges in website creation. Defined the sample size and sampling technique that will be used to select participants. The sample should be representative of the target audience and provide a diverse range of perspectives.

Draw conclusions based on the findings and provide recommendations for jewellery businesses regarding website creation. These recommendations will address the research objectives and provide practical insights for improving business performance.

TABLE 2: Distribution of respondents according to gender.

Category	Frequency	Percentage
Female	15	60
Male	10	40
Total	25	100

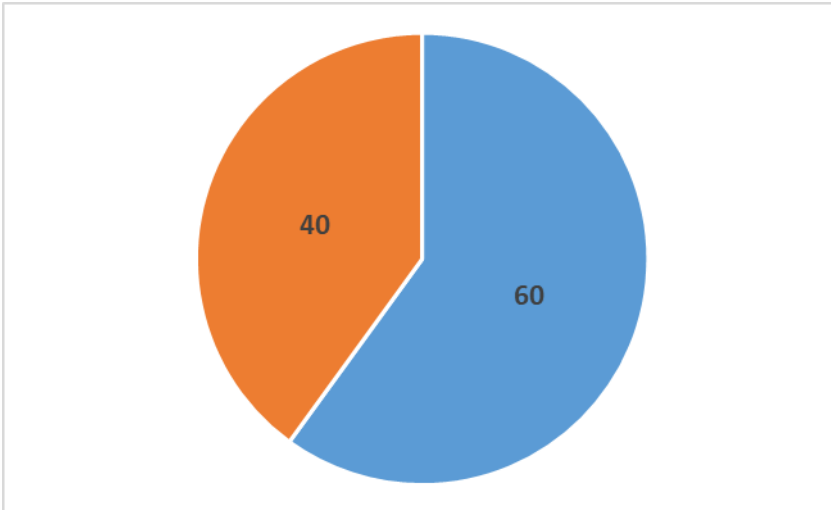


FIGURE 1. Distribution of respondent according to gender

The table above shows the respondents according to age. Females have the highest percentage of 60 while Male has the least percentage of 40 which shows that the greatest respond to the questionnaires were females.



## 4 PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

A strong online presence is critical for organizations to thrive in today's digital age. The jewellery business, like many others, has recognized the need to have an excellent website to attract clients and maximize sales. This paper seeks to perform a thorough assessment of relevant literature on jewellery business websites, with an emphasis on website building, e-commerce, and marketing tactics unique to this industry.

### 4.1 Impacts of bijoux Amante being an online store

Physical stores are constrained by their location, and customers may be unable to visit owing to reasons such as distance, transportation, or other restraints. It will help to overcome these constraints and reach a larger customer base. Physical stores have set hours of operation and may not always be accessible. A website offers the ease of 24-hour availability in a particular location, allowing users to browse and buy anytime they choose. (Mehardad 2023 4.)

A website allows a company to access customers from multiple regions or even nations, expanding its reach beyond the local market. This raises the visibility of the company and its products, leading to increased sales.

Rent, utilities, and staffing are all costs associated with running a physical store. By minimizing reliance on physical storefronts, the company can save money that can be used to improve the online platform or other areas of the business. (Mehardad 2023 3.)

TABLE 3. Recommendations and guidelines that can be provided for jewellery businesses to create or enhance their websites.

Category	Frequency	Percentage
Yes	10	70
No	5	30
Total	25	100



FIGURE 2. Recommendations and guidelines that can be provided for jewellery businesses to create or enhance their websites.

Since many people suggest website creation for a jewellery business rather than a physical store, it can be presumed that an online presence is more beneficial in the current market. This analysis can be supported by several factors based on the response given by the percentage in the table. The respondent claimed that an online store will reach a wider range of buyers, a website allows you to reach customers globally, not just in your immediate vicinity. This expanded customer base increases the potential for sales and growth. (Mehardad 2023, 8.)

Overhead costs when operating a physical store involves expenses such as rent, utilities, staffing, and inventory management. Conversely, an online store significantly reduces these costs, making it more cost-effective to run the business.

Shopping online provides a convenient and hassle-free experience for customers. They can browse through your jewellery products at any time, from the comfort of their homes, without having to physically visit a store. A website enables customers to access your business 24/7, allowing for purchases to be made at any time. This accessibility will lead to increase in sales.

## **4.2 Significance of website construction for my jewellery business**

The study looked at customer preferences, purchase behaviours, and motivations when purchasing jewellery online. This can help the jewellery business gain a better understanding of consumer behaviour in the context of e-commerce.

The study investigates the impact of the jewellery business website on traditional brick-and-mortar stores. The findings will help other businesses in the jewellery industry looking to develop an online presence by understanding the benefits and problems connected with the transition to an online platform. (Webner 2022). As a result of the convenience that internet buying provides, it is critical for jewellery manufacturers to create a prominent online presence. The website study intends to capitalize on this expanding trend and cater to evolving consumer preferences.

While there may be previous studies on e-commerce and online retail, there may be a gap in research focusing especially on the jewellery industry (Patel 2017). As a result, my research can help by giving insights and knowledge particular to the jewellery industry and the unique issues it faces in the internet world. Small jewellery stores frequently struggle to compete with larger competitors. These firms may level the playing field and reach a larger audience by developing an online presence through a website. The study analyses the efficacy of the jewellery business website in terms of recruiting clients, generating sales, and improving the overall customer experience. This assessment can help us determine the influence and value of websites in the jewellery sector (Webner 2022).

Overall, the jewellery business website study and related research will fill gaps in existing literature and practice by providing industry-specific insights, measuring website effectiveness, and providing important advice for small firms as it contributes to the knowledge and understanding of online retail in this sector by evaluating the possible benefits and constraints of developing an online presence for the jewellery business.

## **4.3 Factors that will make my jewellery website successful**

Establishing a jewellery business website will contribute to a user-friendly, optimized, and effective online platform that satisfies the needs of clients and supports business growth. The psychological phenomena in which people rely on the actions and opinions of others to guide their own judgements is known as social proof. Businesses use social proof on their websites to highlight client reviews and

testimonials, trust badges or certifications, and social media following or endorsements. This builds reputation and trust, influencing potential customers to buy.

The organization and arrangement of information on a website is referred to as information architecture. This idea emphasizes creating intuitive navigation methods, clear categorization, and logical content hierarchy to make it easier for users to find information. Implementing effective information architecture means that consumers on a jewellery business website can swiftly locate required products or information. (Nahkor & Zubkova 2020 5.)

Usability and accessibility are terms that allude to how readily and effectively users may interact with a website, whereas accessibility focuses on making websites inclusive and useable for individuals with disabilities. Using usability and accessibility principles guarantees that a jewellery business website is navigable, functional, and accommodating to a wide range of users, resulting in increased user satisfaction and engagement.

A jewellery business website must include an e-commerce solution. This includes features like putting things to a shopping cart, a secure checkout procedure, several payment options, and integration with a reputable payment gateway. A user account system that allows customers to track their orders, save favourites, and manage their profiles should also be explored. (Scrum Labs 2023, 4).

Given that many users visit websites via mobile devices, it is critical that the jewellery business websites are responsive and mobile-friendly. This means that the website's appearance, content, and functionality should be adjusted to provide an ideal surfing experience on different screen sizes.

Integrating social media platforms allows the jewellery industry to engage with customers and expand the reach of its brand. Sharing buttons on product sites, a live Instagram feed, or the option to integrate product catalogues with social media advertising platforms are examples of such functionalities.

A jewellery business website must provide great customer service. This can be accomplished through a variety of techniques, including live chat or chatbot capabilities, a frequently asked questions (FAQ) section, and easily accessible contact information.

The essential themes and components to focus on throughout the research include branding, product showcase, e-commerce functionality, responsive design, SEO search engine optimisation and content

strategy, social media integration, and customer interaction and support. These aspects will aid in the creation of a visually appealing, user-friendly, and effective jewellery business website. (ZG Digitals 2023).

#### **4.4 Prominent features and design components required for a successful jewellery website**

Website Design and User Experience includes assessing the jewellery business website's design components, user interface, navigation, and overall user experience. It entails evaluating the visual attractiveness, ease of use, responsiveness, and accessibility of the website. UX user experience design is concerned with designing websites that provide users with a positive and seamless experience. To develop intuitive and user-friendly interfaces, this idea emphasizes understanding user behaviours, preferences, and needs. Implementing UX concepts on a business website can lead to higher client happiness and engagement.

Product Presentation and Descriptions examines how products are displayed on the website, such as high-quality photos, full descriptions, and precise specifications. This factor can influence the perceived worth of the jewellery and client purchasing decisions.

Conversion Rate Optimization (CRO) is the practice of increasing the percentage of website visitors who complete desired activities, such as purchasing or completing a form. This idea entails analysing user behaviour, running A/B tests, and making data-driven modifications to optimize website features and boost conversion rates. Online Sales and Conversions examines the website's ability to generate sales and meet conversion targets. This could include tracking conversion rates, analysing sales data, and finding characteristics that influence successful online transactions.

Technological automation is here to stay, and every reliable website should have the involvement of machine learning, artificial intelligence, and robotic process automation because they are now part of a firm business strategy (Mercer 2021). These systems are automatic equipment which are meant to work automatically in a particular way when necessary.

Search Engine Optimization (SEO), social media marketing, email marketing, content marketing, and paid advertising are some of the digital marketing methods used by the jewellery business website. (Sharma 2021). Examine how effective these techniques are at driving traffic, increasing brand

visibility, and converting leads into consumers. It is the practice of optimizing a website so that it appears higher in search engine results pages. It entails several strategies, including keyword research, content optimization, and link development. Using SEO strategies to boost a jewellery business website's visibility and organic traffic might help it attract more potential clients. (ZG Digitals 2023). To boost exposure in search engine results and generate organic traffic, the website should be optimized by its search engine. Implementing SEO best practices such as keyword research, relevant content development, meta-tag optimization, and link-building tactics are all part of this. (Sharma 2021). A content strategy should also be devised, which should include regular blog posts, product updates, and potentially even instructive articles like jewellery style guides.

TABLE 4. Do you think there are essential features and design elements necessary for an effective jewellery website?

Category	Frequency	Percentage
Agree	18	78
Disagree	7	28
Total	25	100

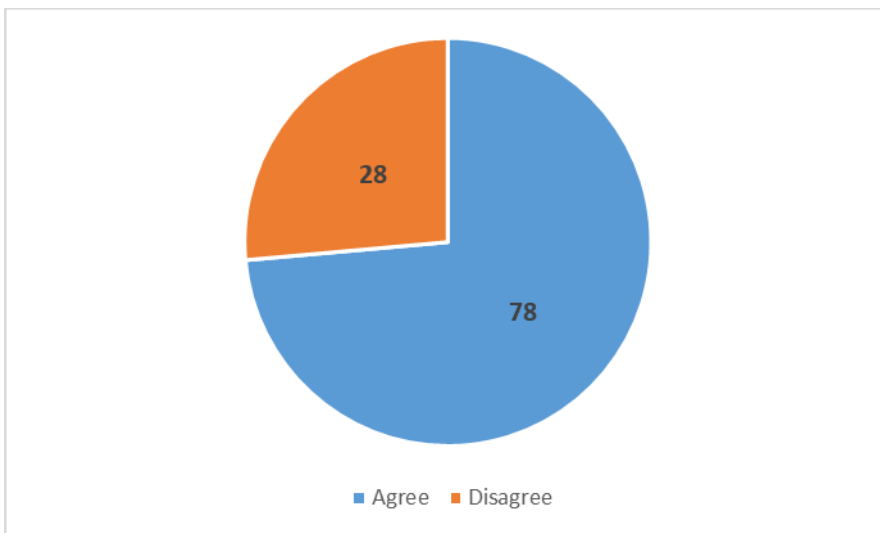


FIGURE 3. Do you think there are essential features and design elements necessary for an effective Jewellery website?

From the table above, those that agree to the fact that there are essential features and design elements necessary for an effective jewellery website supersede those that disagree.

#### 4.5 Effect of website development on consumer engagement, brand awareness, and sales conversion rates

A solid brand identification is essential for a jewellery business website. This entails developing a distinct and engaging brand image that matches the company's values, aesthetics, and target audience. A logo, colour scheme, typography, and overall visual design should all be considered.

The jewellery products for sale should be prominently displayed on the website. High-quality photographs or videos, full descriptions, and pricing information should all be included in the product presentation. Visitors should be able to easily navigate through various product categories and filter choices to discover what they are looking for.

Investigate the website's customer feedback and engagement tools, such as customer reviews, testimonials, live chat, and customer care channels. Examine how customer interaction affects trust, satisfaction, and repeat business.

Integration with E-commerce Platforms investigate integrating the jewellery business website with e-commerce platforms such as shopping carts, payment gateways, inventory management systems, and order fulfilment processes, if relevant. Examine how smoothly and efficiently the website handles transactions and manages consumer orders.

TABLE 5. What is the impact of website creation on customer engagement, brand awareness, and sales conversion rates?

Category	Frequency	Percentage
Negative	3	12
Positive	22	88
Total	25	100

Creating a website for a jewellery business allows clients to access and explore the company's products and services from any location, at any time. This accessibility expands the company's reach and allows it to reach a larger consumer base. A well-designed website gives a visually appealing platform for

highlighting jewellery products, allowing clients to explore through different collections and make informed purchasing selections. The simplicity of use and accessibility of thorough product descriptions lead to a better customer experience.

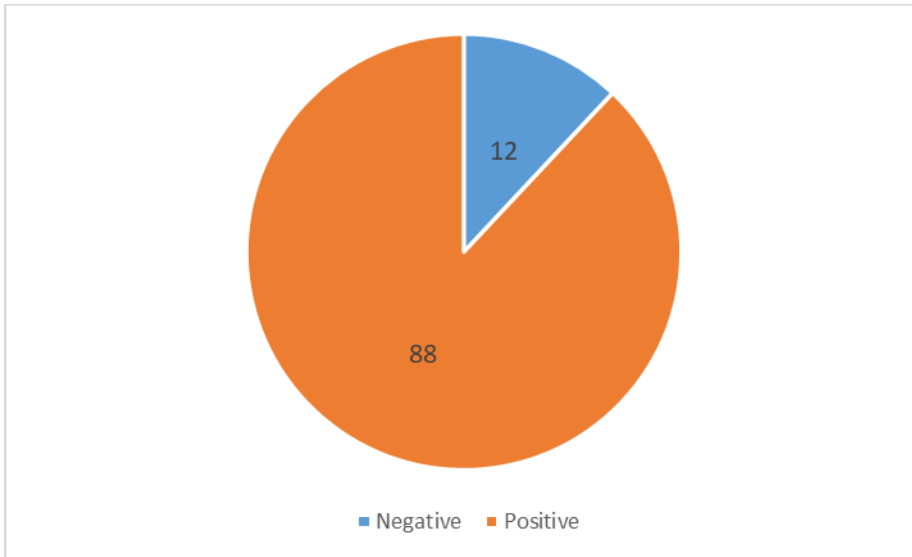


FIGURE 4: What is the impact of website creation on customer engagement, brand awareness, and sales conversion rates?

From the table above negative happens to have the lowest percentage with 12% while Positive have the highest percentage of 88% which gives a strong will that website creates customer engagement, brand awareness, and sales conversion rates.

A well-designed website contributes to the development of my brand image and credibility. It is a chance to show off the quality of your jewellery, promote your unique selling features, and tell the story of your brand. A website allows potential customers to interact with your brand. To encourage communication and develop trust, incorporate elements such as customer reviews, testimonials, and a contact form.

A website allows you to present your jewellery collection in a visually appealing and well-organized manner. To provide a virtual shopping experience for your customers, you can include thorough product descriptions, high-quality photographs, and even videos.



You can enable online sales straight to clients by incorporating e-commerce functionality into your website. This creates a new revenue stream and removes geographical restrictions, allowing clients to easily acquire your jewellery (Brown, A. 2018).

A website is an effective marketing tool. You can employ search engine optimization (SEO) strategies to increase the visibility of your website on search engines, social media integration to spread your items, and email marketing campaigns to reach out to potential buyers. (ZG Digitals 2023.)

By lowering reliance on physical storefronts and growing the consumer base via an online platform, the company may be able to boost sales and revenue. Customers who would not have been able to visit physical businesses can be attracted by the website, resulting in a wider consumer pool and increased sales volume. The automation of specific activities via an online platform can boost operational efficiency and optimize business operations. (Smith 2020.)

A jewellery business website may offer customers a pleasant and user-friendly platform for exploring and purchasing products. Customers' overall purchasing experience can be improved by features such as clear product descriptions, high-quality photos, user reviews, and safe payment choices. (Smith 2020.)

An online presence can boost the visibility of the jewellery industry. The website can reach a broader audience and attract potential customers beyond the local market by utilizing successful digital marketing tactics such as search engine optimization (SEO), social media marketing, and online advertising. (ZG Digitals 2023.)

#### **4.6 Impact of website development on the total marketing and sales performance of a Jewellery company**

As e-commerce has grown, jewellery companies have had the potential to access a global customer base and develop their market position. Customers can also design personalized pieces and interact directly with jewellery businesses using online platforms. (Scrum Labs 2023). Platforms such as Instagram, Pinterest, and Facebook have evolved into effective marketing tools for jewellery companies. Using visually appealing material and engaging with influencers can assist in increasing brand recognition and reaching potential clients.

The desire for one-of-a-kind and personalized jewellery creates an opportunity for jewellery retailers to provide customization possibilities. Giving customers the ability to design and produce one-of-a-kind items can distinguish a company and generate a devoted client base.

Consumers are becoming more aware of the environmental and social consequences of their purchases. Jewellery companies that prioritize sustainability, ethical sourcing, and responsible production practices may stand out and serve to this expanding market sector. (Chen, Prompanyo 2021 8).

Having a website will give my jewellery firm a presence on the internet, making it easier for potential clients to find me. It serves as a virtual storefront where customers may learn about my products and services at any time and from any location. With a website, I can reach customers all over the world rather than just my local market. It helps you to show off my jewellery to potential buyers who might not have found my company otherwise.

#### **4.7 Challenges faced by jewellery business in the digital landscape**

Most people complained that what they see on the website are sometimes not what they get in terms of colour and quality as a result, the product must be returned. This is to say that because of all the back-and-forth movements, the products get missing and destroyed on arrival to either the buyer or back to the seller. This is a loss to the digital business establishment.

Adding an online store to your website may necessitate more study and planning to integrate inventory management, payment gateways, and delivery operations seamlessly. Security of consumer information and transactions is critical for every e-commerce business. It may be important to investigate and implement strong security measures such as SSL certificates and secure payment channels. Most people complained about their details being hacked and used to extort money from them. With this type of situation, the website loses buyers for fear of the unknown.

With the increased usage of smartphones, it is critical that the website be optimized for mobile devices. More study can be conducted on developing responsive designs and ensuring smooth navigation and functionality across a range of screen sizes. Researching SEO tactics relevant to the jewellery industry

can help enhance visibility in search engine results, which can help generate organic visitors to the website. (Sharma 2021). Keyword research, Meta tag optimization, and content marketing are all topics to investigate.

TABLE 6. Are there challenges faced by jewellery businesses in the digital landscape?

Category	Frequency	Percentage
Yes	20	80
No	5	20
Total	25	100

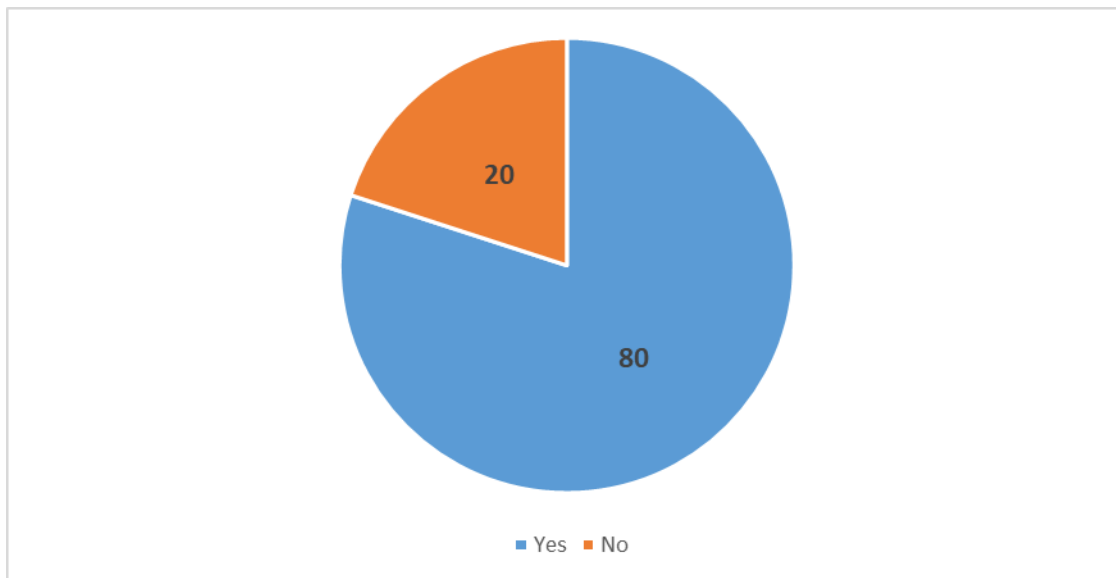


FIGURE 5. Are there challenges faced by jewellery Business in the digital landscape?

From the table above, Yes happens to be the highest respond meaning that there are challenges faced by jewellery Business in the digital landscape while no has the lowest respond with a different point of view.

#### **4.8 Online marketing strategies to drive traffic and sales, or to assess customer satisfaction and preferences regarding online jewellery shopping**

The effect of various design aspects such as layout, navigation, colour palettes, and graphics on the user experience. Examining how a well-designed website may improve brand perception and promote customer engagement.

The significance of visually appealing product photos, informative product descriptions, and logical filtering options in assisting buyers in locating and selecting the appropriate jewellery goods. Highlighting the value and distinctiveness of the jewellery collection with high-quality graphics and interesting content.

The advantages of integrating e-commerce functionality on the website, such as a shopping cart, secure payment choices, and order tracking. Investigate how a simple and easy-to-use checkout procedure can boost conversion rates and customer happiness.

Examining the importance of having a mobile-responsive website considering the growing use of smartphones and tablets for online purchasing. Discussing how mobile optimization may improve user experience, boost engagement, and reach a larger audience.

Search Engine Optimization (SEO) is responsible for driving organic traffic to a website. Discussing tactics for improving the visibility of the website's content, meta-tags, and URLs on search engine results pages. Emphasizing the importance of including relevant keywords and updating the website's content on a regular basis to improve its ranking and online visibility. (Sharma, H 2021.)

## **5 RESTRICTIONS, SUGGESTIONS AND FINAL THOUGHTS**

Overall, having a well-designed and functional website for your jewellery business is critical for developing a strong online presence, attracting a larger audience, and generating sales. It is an investment that can help your company's growth and success in today's digital landscape (Smith 2020) While the jewellery sector faces issues like competition and changing consumer preferences, there is also potential for expansion through e-commerce, social media marketing, personalization, and environmentally friendly practices. To flourish in today's market, jewellery manufacturers must be adaptable and attentive to consumer demands.

### **5.1 Suggestions**

Based on the study's findings, concrete recommendations were presented for jewellery businesses wishing to develop or improve their website. Invest in professional website design services to ensure an appealing layout, easy navigation, and visually engaging product presentation, prioritize high-quality product images and informative descriptions to highlight the jewellery's unique qualities and worth. Include e-commerce features so that clients may buy directly from the website. Improve the checkout process for usability and security, ensure that the website is fully responsive and mobile-friendly to give a consistent browsing and buying experience for customers on various devices, to boost website exposure and attract organic traffic, implement efficient SEO tactics such as adding important keywords, optimizing meta-tags and URLs, and frequently updating website content. (Sharma, H 2021.)

### **5.2 Concluding thoughts**

Finally, the topic of website creation for a jewellery business is an important and crucial step in establishing a strong online presence and reaching a wider audience. A well-designed and user-friendly website is essential for any business, particularly jewellery firms, in today's digital world. The

jewellery business can promote its products and services to potential clients by developing a website that allows them to browse and purchase jewellery online. Customers will have a seamless buying experience if the website has high-quality photographs of the jewellery, thorough descriptions, pricing information, and secure online transactions. A website can also be used to express the brand's distinctive story, values, and workmanship, thereby increasing client trust and loyalty. It can also include a section for client reviews and testimonials, which can help to boost the jewellery company's legitimacy and reputation. A website also enables the jewellery company to use numerous marketing methods, such as search engine optimization (SEO), email marketing, and social media integration. These tactics can aid in driving. Effective website design is critical in acquiring and engaging clients in the jewellery industry. A visually appealing layout, straightforward navigation, and attention to detail can all have an enormous impact on the user experience and brand perception. Using high-quality graphics and extensive descriptions to properly displayed products can improve client attention and purchases; to provide a seamless and convenient buying experience, e-commerce capabilities must be integrated into the website. A simple and safe checkout experience can boost conversions and customer satisfaction. As more people use mobile devices to browse and shop online, mobile responsiveness is critical. Adapting the website's design and functionality to multiple screen sizes, as well as making sure it runs quickly on mobile devices, are crucial success elements. Implementing SEO tactics can assist in increasing the visibility of a website in search engine results pages, drawing organic visitors and consumers. Building a website in this era is necessary.

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## APPENDIX 1/1

### QUESTIONAIRE

Hi, my name is Etonde Abla I have been doing business in jewelleries traditionally in Cameroon and intend to take it online by creating a website for my business. I wish that you kindly give response to the following questions which will ease my research process.

1. What is your gender?

3. Where are you currently based?

4. Are you a fan of accessories, ornaments?

6. How do you usually buy jewellery?

7. what is the average price you will spend on jewellery from independent retailers per item for yourself annually?

8. how do you think shopping online is better than physical stores

9. Are there recommendations and guidelines that can be provided for jewellery businesses to create or enhance their websites?

10. What is the impact of website creation on customer engagement, brand awareness, and sales conversion rates?

APPENDIX 1/2

12. Do you think there are essential features and design elements necessary for an effective jewellery website?

13. Are there challenges faced by jewellery Business in the digital landscape?

Thank you for your participation.

## APPENDIX 2

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APPENDIX 3

