



Branding The Jewellery & Gold Business

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For a start.....

- Let's define a brand....
- What is a brand?
- A name....a slogan...a symbol....an identity.....a reliability....a trust mark.....
- My definition....
- The brand is a thought!
- A thought that lives in a person's head!
- Different people...different heads...different thoughts!
- Of the same brand!
- The brand is Maya!



Does Gold & Jewellery in India Possess This Maya?

- Users and Buyers think so!
- Manufacturers and marketers don't think so!
- The market for Jewellery & Gold in India is largely a commodity market
- Our study across 2878 Jewellery outlets in India reveals glaring facts!
- See some top-line summations!
- Some "Ouch" points!



Ouch!

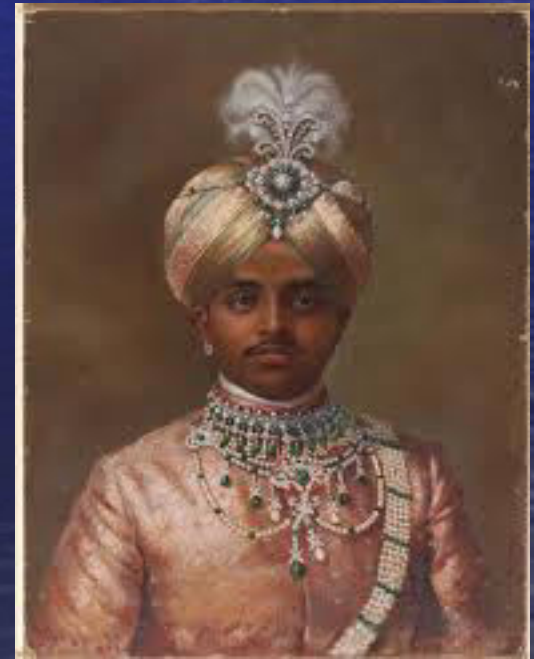
- Jewellery is not “Luxury” in India
- Jewellery is a “Basic” want, need, desire and aspiration!
- The commodity value connect is just too deep in the category....
- The price-quality equation is rooted in the commodity....
- Attitudinally, jewellery is the basic birthright of a woman in India
- Therefore, 97.3% of all jewellery sold in India is not about the “luxury” mindset at all!
- Therefore: Never treat your jewellery business as a “luxury” business as yet!
- Not yet!



Luxury

The Jeweller is on the Morph!

- The decades have seen a change in the profile of the jeweller...
- Gen. 1: The small family small goldsmith ("Sheth-Maam")
- Gen. 2: The Royal Goldsmith of repute (The Maharajah of Mysore's preferred goldsmith)
- Gen. 3: The Retail jeweller | The multi-outlet oriented jeweller | The designer jeweller
- Gen. 4: The Corporate Jeweller
- Gen. 5: The e-jeweller
- Gen. 6: The library-jeweller?
- And this is still evolving!



An Important Definition of a Brand...



- The Brand is a Premium
- Brand = Premium
- How much premium you get defines if you are a brand...
- A Quasi-brand: Close-to-commodity brand
- Or a commodity
- If you still fight on Gold-price, Gold-loss & making-charges as a USP, you are a commodity!
- If your advertising still talks this, you are a commodity!
- If your promotion still offers this bait & lure, you are a commodity!
- You must not be one!
- The future lies in the Brand!
- And the Brand is a Premium you don't get today!

The Consumer is on the Morph!

- In terms of age: the old versus the young
- In attitude: Traditional versus modern
- In regionality: Indian to International
- In usage: Cosmetic to functional
- In duration: Occasional to Daily
- In storage: Locker to Home
- In weight: Heavy to light
- In design: Chunky to designer
- In promiscuity: From one look to many (variety| differentiation)
- Jewellery is the real "Shringaar" accoutrement!
- Jewellery is a the new BB Cream!
- In attention span: Patient to Impatient
- In flaunt: Overt to Covert
- And this is still evolving as well!



Important Point!



- As the Jeweller morphs...
- And as the Consumer morphs as well...
- The twain need to meet!
- And the Jeweller needs to stay just one step ahead of the Consumer!
- This is not the case....normally!
- Either we are far too stuck in the past....
- Or are just too many steps ahead of the Consumer! Rarely!
- In fact: The medium-sized jeweller in India is just taking baby-steps in this space and 83% of the market is this!
- Tentative baby-steps!
- Sometimes doing things just because the other jeweller is doing it
- Sometimes out of fear
- Sometimes out of a want to be seen doing things
- Sometimes Anecdotal
- Most times anecdotal!

Staying Ahead....

- Means Re-invention
- Means Innovation



India incidentally....

- Is the capital of innovation and entrepreneurship!
- A nation of entrepreneurs...
- A nation of shop-keepers...
- A nation of growers...
- A nation of manufacturers...
- A nation of service-providers...
- We are a nation of ENTREPRENEURS!
- And a nation that believes in 'Jugaad'!



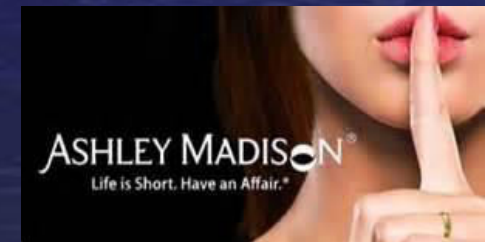
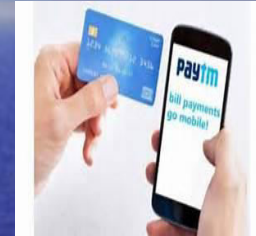
Disruption is Life!



- A part of the way we live!
- We live! Do we?
- Or are we dying...one day at a time?
- And dying is disruption for sure!
- The Brahma| Vishnu| Maheshwara cycle is a reality!
- Disruption is life!

And Digital Disruption!?

- Is all around us!
- And literally all of you are on them already!
- The ideal marketplace to buy is Amazon?
- The ideal money is digital cash?
- The ideal way to see a tiger is on Discovery channel!
- The ideal Media-buyer is a machine?
- The ideal Matchmaker is Tinder?
- The ideal ticketing experience is IRCTC.co.in?
- The ideal counselor is Tony?
- Digital promises to disrupt everything ahead!
- Every business has a digital sweep to it!
- **EVERY BUSINESS NEEDS A DIGITAL INTERFACE TO IT!**



Digitalism

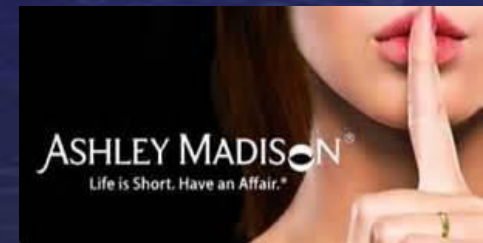
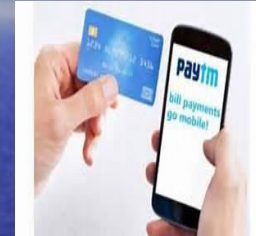
- Every 100 years a new “ism” dominates our lives, and more importantly our passions and imagination points!
- That “ism” of the next 100 years is DIGITALISM!
- A new passion
- A new religion even!
- Digitalism is the religion...
- And Smart tech is the evangelist!
- Jewellery is felt digitally
- Jewellery is crafted digitally
- Jewellery is transmitted digitally
- Jewellery is bought digitally!



ism

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- The ideal ticketing experience is IRCTC.co.in?
- The ideal counselor is Tony?
- The ideal Sex is on Ashley Madison?
- Digital promises to disrupt everything ahead!
- Every business has a digital sweep to it!
- The Jewellery NEEDS A DIGITAL INTERFACE TO IT!
- But....in parting, see this!



A sunset over a vast blue ocean. The sky is a deep blue with wispy white clouds. The sun is low on the horizon, creating a bright yellow and orange glow that reflects on the water. A faint rainbow is visible on the left side of the image.

In Parting...

The Network Of
The Living & The Digital!

Analytics, Data & DigiLiving

Today:

A Promiscuous Life!

- My PHONE sleeps with my REFRIGERATOR
- My REFRIGERATOR sleeps with my GROCERY STORE
- My GROCERY STORE sleeps with 40,000 CUSTOMER PHONES
- My CUSTOMERS sleep with CREDITCARDS
- My CREDITCARD sleeps with my BANK
- My BANK sleeps with ICRA
- ICRA sleeps with my INSURANCE COMPANY
- My INSURANCE COMPANY sleeps with my CAR
- My CAR sleeps with TATAMOTORS
- My TATAMOTORS sleeps with AADHAAR
- My AADHAAR sleeps with my PANcard
- My PANcard sleeps with my JEWELLER
- My JEWELLER sleeps with FACEBOOK
- And FACEBOOK sleeps with CAMBRIDGEanalytica!
- Ouch
- AND NO ONE KNOWS!!!!!!!



Think!
Who Do You Sleep With
Really?!



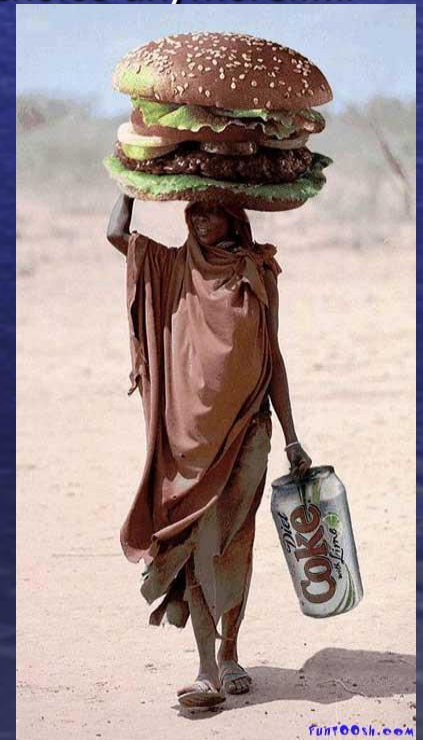
Thank You



- Let's Keep in touch
- Email:
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- Or for More....
- Follow me on
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The Road Ahead.....

- Is an exciting one for the medium-sized jeweller
- Depends how you look at it....
- With the lens of yesteryears?
- Or the lens of tomorrow?
- Re-inventing your business for the years ahead is not a matter of choice anymore....if growth and relevance is the objective.
- If you don't , others will!



In Sum.....

- Choose your business model....
- Model 1: Business-model that make things happen!
- Model 2: Business-model that watches things happen!
- Model 3: Business-model that wonders what happened!
- If you choose Model 1: Re-inventing is it!

Thank You



- Let's Keep in touch
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- Or for More....
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