

# Tendencias de joyería para el mercado de EEUU

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Lima, Perú

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Welcome to  
The U.S. Jewelry Market

1 July 2015



# Seminar Overview

***Dr. Jose I. Hernandez***



# What's in store today ...

- Who is MVI and Why Are We Here
- **Who Should Be Your Client?**
- What Jewelry Drives the Business
- How to Price Fine Jewelry
- **Marketing Yourself**
- What U.S. Retailers Expect From Suppliers
- How to Conduct B2B Business in the U.S.
- Timeline - Year One, Two, Three
- Conclusion



# Seminar Overview

## Who is MVI Marketing Ltd.

Since 1985 MVI Marketing has been serving clients in the gem, jewelry, and watch industries. There are three key areas at the core of services provided. These include:

Consumer Research Division  
Strategic Consulting Division  
Marketing Division

MVI has a client base that includes sovereign nations, mining conglomerates, manufacturers, retailers, trade associations, and financial institutions. The company's 30 year experience has equipped MVI to assist Peruvian businesses in strengthening a market presence in the United States.



## Seminar Overview

# Why is MVI Marketing Here?

Why was MVI Marketing selected by the Peruvian Trade Commission for this presentation and to help jewelry exports to the U.S.?

MVI Marketing is equipped to increase the competitiveness of Peruvian jewelry in the United States market.

The marketing experts at MVI can inform the Peruvian jewelry sector's manufacturing and business practices to be in agreement with those standards in design and quality found in the U.S. jewelry sector.

MVI Has been successful before ...MVI created the Indo Argyle Diamond Council (IADC) which enabled the development of Indian fine jewelry exports to the U.S. to increase from a US\$60 million to over US\$1 billion.



# Seminar Overview

## Speaker Introductions

### **Beatrice Spiech**

Ms. Beatrice Spiech worked 40 years for Macy's Department Stores. She then retired in 2014 as Group Vice President, Divisional Merchandise Manager for Fine Jewelry. She is considered a leading Silver and Gold jewelry retail specialist. During her years at Macy's she established relationships with several jewelry manufactures in the United States and overseas, and was instrumental in the creating and building of successful jewelry collections.

### **Jose I. Hernandez, Ed. D.**

Dr. Hernandez has worked 30 years as an education professional and received his doctorate in education from the University of Southern California (USC). He participated in the re-organization of institutions tasked with preparing companies and individuals for the demands of the 21st century global economy in many industries, including the jewelry industry.



# Seminar Overview

## Speaker Introductions

### Elizabeth Chatelain

Ms. Chatelain has been the president of MVI Marketing Ltd. for over 25 years. The daughter of a lapidarist, she grew up appreciating gemstones and of course fine jewelry.

Ms. Chatelain personally oversaw all major marketing, consulting and research projects at MVI. These included the creation and management of the Indo Argyle Diamond Council (IADC), Arctic Ice, a Tiffany project promoting Canadian Diamonds, and worldwide market sizing and marketing research project for Greenland Rubies a TNG project.

Ms. Chatelain is a sought-after speaker and the recipient of many awards, including 3 time winner of the Achievement in Marketing Award from the Woman's Jewelry Association.



# Who Should Be Your Client?

*Liz Chatelain*



## Who Should Be Your Client?

### First Decision

## Top 5 ways to Position Your Company to Sell the U.S. Market:

1. Non- Branded → Sell Major Retailers
2. Non-Branded → Sell Independent Retailers
3. Branded → Sell Major Retailers
4. Branded → Sell Independent Retailers
5. Sell Directly to Consumers (Retail store, E-commerce)



## Who Should Be Your Client? You Will Need To Work At It

- A manufacturing company must first understand what it takes to plan, prepare, execute, secure appointments with, sell, follow up and resell to its targeted customers.
  - Know Your Clients
  - Know the Terminology
- In the U.S. the retailer is 'King.' They wear the crown!

PLEASE REMEMBER: They don't need you, you need them!



# Who Should Be Your Client? Who to Sell

- What Is The Structure Of The U.S. Jewelry Industry?
- What Is The Differences Between A Major And Independent Jewelry Retailer?

***Who should you sell?***



# Who Should Be Your Client? Majors?

Listed below are all consider **MAJOR** retailer:

- **Mass Marketers** (Walmart, Target)
- **Department Stores** (Macy's, JC Penney)
- **Traditional Chain Jewelers** (Zales, Kay Jewelers, Helzberg)
- (Membership) **Warehouse** that sells jewelry (Sam's Club, Costco)
- **TV Shopping** Retailer (QVC, HSN)
- **Internet Only** Retailer (Amazon.com, BlueNile.com)
- **Cruise Ships** (Carnival)



# Who Should Be Your Client?

## First Few Years

### Good Target for the first 2 to 4 Years:

- **Independent Jewelry Retailer**
  - 1 to 7 doors, family owned
- **High End and Specialty Jewelers**
  - Maybe jewelry store but could be woman's fashion store, gift store or art gallery.
- **Super Sellers**
  - Jewelry Super Sellers are retailers who do \$100 million in sales volume with only 1 to 6 retail locations and are often privately owned. What they all have in common is selling branded products and large store(s). They do sell higher priced products and offer great service to their customers.



# Who Should Be Your Client? Next Steps...

## NOTES:

1. Very few first appointments end with the manufacturer leaving with a purchase order.
1. If you have researched the retailer thoroughly, they will know and want to see you again.
2. For the next appointment, mention highlights from first meeting.
3. Maintain due diligence in preparing for these meetings.
4. It can take a year to get a purchase order. There is no set formula for having a good first year.
5. Don't be discouraged.



# Who Should Be Your Client?

## Next Steps...

1. Many hours of research must be completed prior to any sales call.
2. Regularly scheduled trips to the U.S. by owner, designer, merchandising and sales teams are needed.
3. Make competitive retail store shopping trips to various market areas throughout the U.S. Miami is different from Chicago.
4. Teams should visit JCK Las Vegas and other trade shows.
1. *Visit a retailer's website but don't think that is a complete representation of what they carry.*



# Who Should Be Your Client? Next Steps...

## Your Company Website:

The **FIRST place retailers will look** is on the internet.

1. To compete - you must have a up to date, dynamic website in English.
2. Look global.
3. Look ready to sale, ready the ship.
4. Add in all contact information, don't make they search for it.
5. Price at retail, not wholesale.



# Who Should Be Your Client? Next Steps...

## Join:

1. JBT – Jewelers Board of Trade: Credit checking service – The Red Book is now a phone app!
2. JVC – Jewelers Vigilance Committee ([jvclegal.org](http://jvclegal.org))
3. JA - Jewelers of America ([jewelers.org](http://jewelers.org))
4. JIC - Jewelry Information Center ([jic.org](http://jic.org))



# What Jewelry Drives the Business

*Beatrice Spiech*



## What Jewelry Drives the Business Everything Sells in the U.S. ....At Least Once!

- The U.S. purchases jewelry of all categories, sizes, colors, metals, designs and price points.
- U.S. does 50% of the total global jewelry business in the world.
- Branded jewelry accounts for 20% of the overall fine jewelry business and is growing quickly in the USA.



# What Jewelry Drives the Business

## What is Fine Jewelry?

- In the past, fine jewelry was defined as 14k gold set with precious stones.
- Today, most metals, including sterling silver, stainless steel or brass set with stones can be considered fine jewelry.
  - This new trend can allow new product lines at affordable prices.
  - Enticing younger consumers into new designs at entry price points.

*Most U.S. consumers consider any jewelry sold at a jewelry store or counter – Fine Jewelry*



# What Jewelry Drives the Business

## What is Fine Jewelry Now?

- Gold can be white or yellow; **yellow is growing in demand.**
- Gold used in the U.S. is 10k or 14k and smaller amounts of 18k that is made with precision and skill by a finely trained craftsman.
- Fine can be described as ...
  - **Fashion jewelry** – neckwear, rings, bracelets, earrings
  - Designer/Branded jewelry
  - Bridal jewelry – wedding bands, engagement rings
  - Collections – ensemble sets, hearts, religious, story telling charms, animal designs and more

# What Jewelry Drives the Business

## Jewelry Classifications

### – All Gold (10% of Market)

- Basic Chain
- Hoops, Studs, and Drop Earrings
- Bracelets
- Rings
- Religious
- Children's



# What Jewelry Drives the Business

## Jewelry Classifications

### – Sterling Silver (8% of Market)

- Basic Chain
- Hoops, Studs, and Drop Earrings
- Bracelets
- Rings
- Novelty

- Story Telling - Inspirational
- Engravings
- Personalization
- Lockets



# What Jewelry Drives the Business

## Jewelry Classifications

- **Diamond Jewelry (50% of Market)**

- **Fashion**

- Ensemble Sets
- Rings, Earrings, Bracelets and Pendants

- **Bridal**

- Engagement Rings
- Wedding Bands



# What Jewelry Drives the Business

## Jewelry Classifications

- Gemstones (9% of Market)

### Faceted Stones

- Precious

- Sapphire
- Ruby
- Emerald

- Semi-precious

- Amethyst
- Garnet
- Aquamarine
- Peridot
- Blue Topaz

EFY



LE VIAN®

# What Jewelry Drives the Business

## Jewelry Classifications

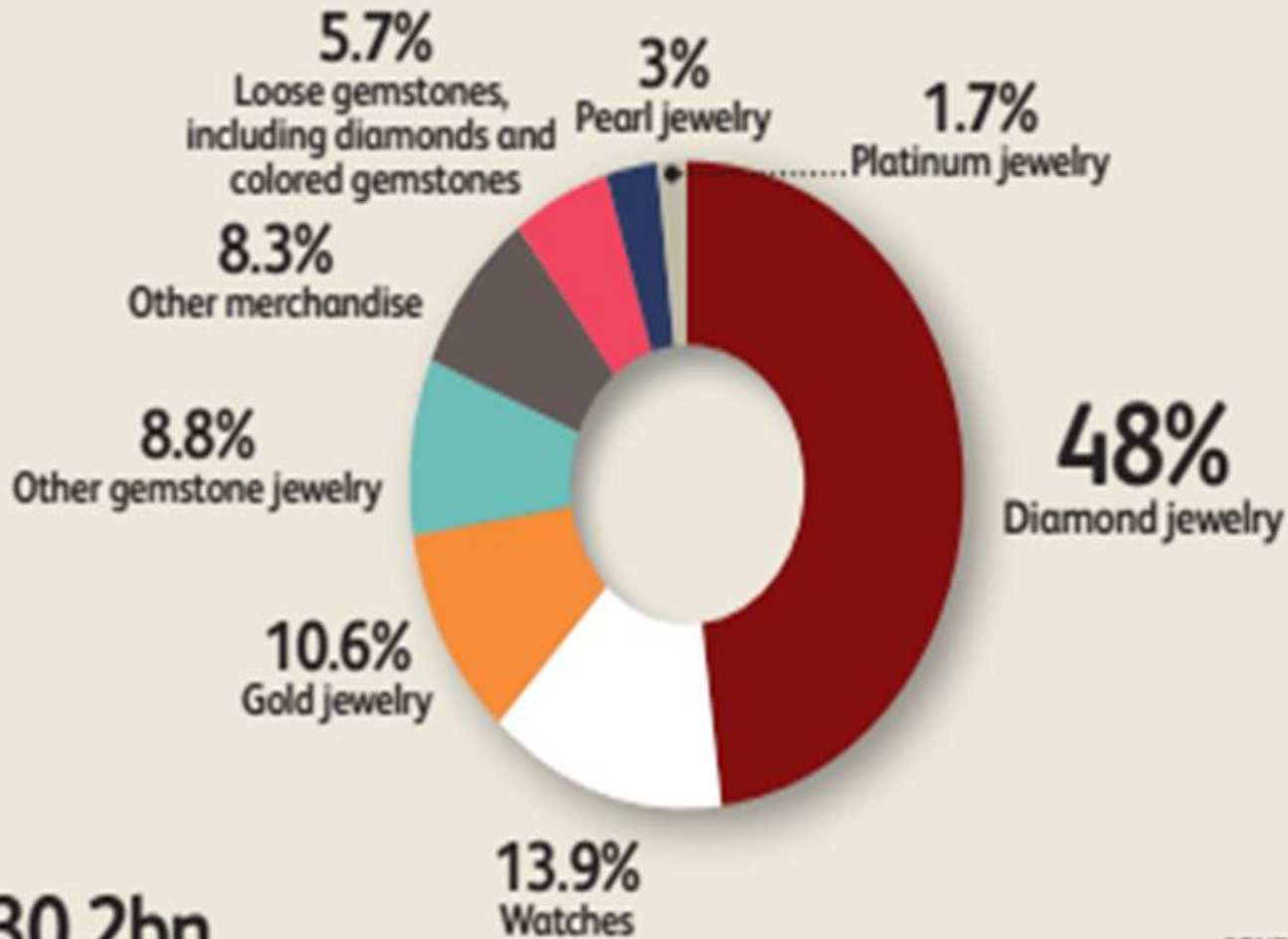
- Opaque Stone Jewelry (3% of Market and Growing)
  - Opal
  - Chalcedony
  - Onyx
  - Lapis
  - Malachite
  - Turquoise





# Classification Breakdown

Products and services segmentation (2011)



Total \$30.2bn

SOURCE: WWW.IBISWORLD.COM



# What Drives the Jewelry Business BRANDS

Branded jewelry accounts for 20% of the overall fine jewelry business and is growing quickly in the USA.

1. Strengthen and differentiate its product through unique, distinctive designs.
2. Inspire trust and the sense of an upgraded lifestyle.
3. Young consumers turn to brands as a means of self-expression.
4. Brands convey confidence as the best gifts celebrating occasions.
1. Brands advertise through celebrities, in ads, and Red Carpet Award shows.

*1. RETAILERS LIKE TO ADVERTISE BRANDS!*

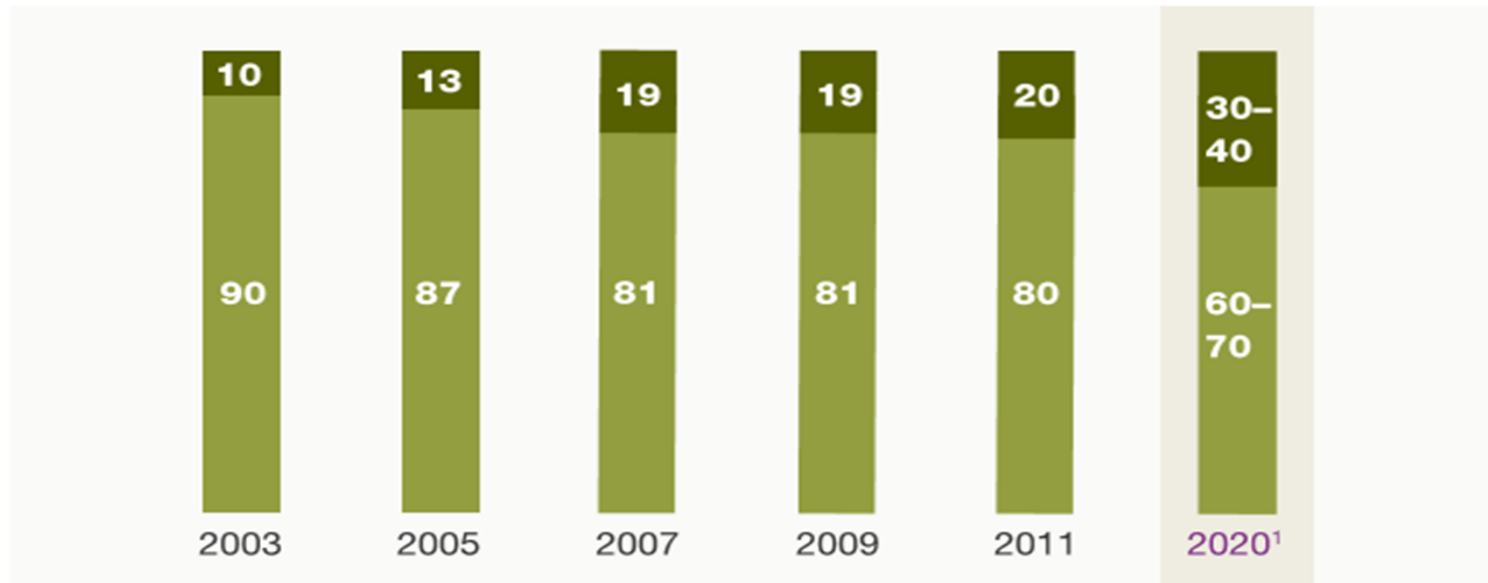


# What Drives the Jewelry Business BRANDS

Branded jewelry **has doubled since 2003** and is expected to be 30-40% of the fine jewelry market by 2020.

**Branded vs unbranded jewelry,**  
%

■ Branded  
■ Unbranded



<sup>1</sup>Estimated.

Source: Expert interviews; McKinsey analysis

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# What Drives the Jewelry Business BRANDS

alexis  
bittar

IPPOLITA

PANDORA™

KONSTANTINO™



JOHN HARDY

LOIS  HILL



TORY BURCH

*Open Hearts  
by Jane Seymour®*

DAVID  
YURMAN

 ROBERTO COIN

EFFY

PENNY PREVILLE

  
VERA WANG



# How to Price Fine Jewelry

*Beatrice Spiech*



# How to Price Fine Jewelry

**All retailers want to get the lowest cost possible, but they also want lots of service**

- Always ask how a retailer wants to price your product, what markup.
  - Keystone, triple key, etc.
- Ask the retailer how they want to handle the change in metal cost
  1. What Gold Level, what increment per \$100 in gold price
  2. What Silver Level, what increment per \$5 in gold price
  3. Stone Quality
  4. Do they want price landed or FOB
  5. What is the cost of shipping and insurance; who will pay the cost.
- This information needs to be calculated accurately to protect your profit margin.



# How to Price Fine Jewelry

## What are the logistical requirements for each retailer?

1. Does the retailer expect co-op advertising funds
2. Credit terms
3. Bagging and tagging
4. Quality control rejection costs
5. Sales incentives and [charity sponsorships](#)
6. Shipping requirements
7. Third Party U.S. distributor to broker merchandise



# How to Price Fine Jewelry Memorandum (MEMO)

## Ask the retailer if they require memo merchandise

1. Many retailers bring in new styles of jewelry/brands on memo (consignment) as a test.
2. If the 'sell thru' on the style/brand is good, they can change the order to an asset purchase.
3. Memo means that the supplier is paid as the product sells at retail.
4. The unsold jewelry is returned to the supplier.



# How to Price Fine Jewelry BRANDS are Different

## As a Brand – You Can Set Your Retail Price

1. MSRP (Manufacture’s Suggested Retail Price) is a powerful thing.
2. YOU set the MSRP and the retailer should not sell or advertise your product under that amount (if they do you can stop shipping them- there are legal requirements).
1. You will need to give all of the ‘tools’ a retailer will need to present your brand the way you want it to be presented.
1. You will need to promote your brand to help drive consumers into your retailer stores.



# How to Price Fine Jewelry BRAND 'Tools'

## A Real Brand Has at Least These Tools:

1. Look-Book (Styles, ads, images, etc.)
2. Consumer ready logo
3. Color theme with Pantone numbers
4. Images of product with models
5. Consumer Ads for the retailer
6. YouTube video, .15, .30 and 1 minute
7. Product POS (Point of sale)  
materials for your retailer to use-  
Brochure, Romance Card,  
Packaging, In-store Displays,
8. Retailer website bolt-on



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Break  
15 minutes





# Marketing Yourself

*Liz Chatelain*



# Marketing Yourself

What Makes You Special Enough to Kick Out a Current Supplier and Bring Your Brand/Product Into a Retailer's Store?

Answer this question without using-

- Price
- Better Quality
- New



# Marketing Yourself

- The competition is fierce !
- Every supplier thinks they are a brand
- Retailer are bombarded with request for supplier appointments, sales calls, trade ads

And not many jewelry retailers are making the profits they use to....

*therefore,  
how can you help them make more \$ ?*

**Your Goal is to Reach Retailers and Give Them the Answer to This Question**



# Marketing Yourself

## Try Many Things at Least 3 Times or for 3 Years

1. **Trade Fairs**- JCK, JA, Miami, Atlanta, Couture, Centurion  
Better U.S. retailer do visit Basel, Hong Kong, Vicenza trade fairs also.
2. **Join trade groups**, clubs and donate to trade charities
3. **Trade magazines** are in print and online - JCK, InStore, Centurion Newsletter.
4. **Consumer press coverage** is going to do the most to get your name known by retailers.

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# Marketing Yourself

*You Should Join*





# Marketing Yourself Peru Certified

- The **Peru Certified** campaign offers **Peru**, and multiple companies within the product development pipeline in **Peru**, a **competitive advantage for capturing market share for jewelry sales in the USA** (and other global markets).
- **MVI** in conjunction with the **Peruvian Ministry of Foreign Commerce and Tourism** is currently implementing this campaign for the jewelry industry of **Peru**.



# Marketing Yourself Peru Certified

- The hottest trend in jewelry retail in the USA today is product with certified chain of custody from the source to the consumer: *Mine to Market and Fair Trade*.
- Significant segments of jewelry product manufacturers are ineffective at chain of custody certification, simply because it is nearly impossible to define all the sources and paths of component parts of a particular jewelry style.
- *The country of **Peru** is in a unique position to present chain of custody certification and a mine to market marketing messages for a range of jewelry products sourced and created within the country.*



# Marketing Yourself Peru Certified

Participating members of the **Peru Certified** 2015 test campaign will receive:

1. **Branding positioning** on all marketing/communications material
2. **Prominent positioning** in all business and consumer public relations
3. **Increased media exposure**
4. **Web links** to **Member** websites from the **Peru Certified** website (launching September 2015)
5. **Downstream jewelry market intelligence**
6. **Training** on designing, merchandising and selling to USA retailers and wholesalers
7. **Meetings** with key USA retailers and wholesalers.



# Marketing Yourself Peru Certified

## The Trade Mission to Peru

In **September 2015**, **MVI** is organizing a trade mission to Peru for leading USA jewelry VIPs to learn about the Peruvian jewelry industry and the Peru Certified campaign.

Key participants from the USA will include:

- Mid sized jewelry retailers
- Small jewelry retailers
- Jewelry wholesalers
- Media and Press
- Key industry dignitaries



# Marketing Yourself Peru Certified

## Key Components of the Trade Mission

- Press events
- Introductions and meetings with Peruvian jewelry manufactures, designers, miners, and others who have joined Peru Certified
- Factory tours
- Launch of Peru Certified campaign
- Development of sales relationships
- Tourist side trips

## Perú Certified Jewelry

Jewelry Crafted for Over 1,000 Years



**Where Can I Buy?**  
Find retail locations here!



**Upcoming Events**  
Check out our next fashion show!



**Visit Perú!**  
Your trip could be funded!



### What is Perú Certified Jewelry?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam a tortor non urna aliquam blandit vel nec diam. In in nisi pellentesque, mattis lorem ac, pretium ex. Maecenas velit erat, consectetur quis augue eu, congue molestie nisi. Vestibulum accumsan, ipsum in imperdiet luctus, turpis enim tempor urna, vitae placerat est velit at orci. Proin placerat elit facilisis, rutrum libero vel, lobortis sapien. Duis sodates dignissim lobortis. Donec eget neque massa. Vestibulum dignissim augue eget dictum convallis. Aenean vel nisi et purus egestas matesuada. Nulla volutpat gravida eros nec tempus. Mauris at laoreet ipsum, eget euismod nunc.



Environmentally Friendly



No Child Labor



No Political Conflicts



Craftsman Made



Supports Local Economy



LOGO

LOGO

LOGO

LOGO

LOGO





# What U.S. Retailers Expect From Suppliers

**'NO Headaches'**

*Beatrice Spiech*



# What U.S. Retailers Expect From Suppliers Branded

**Retailers will be asking themselves during the sale meeting:**

1. Does this look, smell and taste like a brand?
2. Does it have a Point-of-View that my customers will want to buy?
3. What tools, support, and marketing does this brand come with?
4. What other retailers sell this brand?
5. What mark-up can I achieve with this brand?
6. What is the buy-in (number of styles that need to be bought to carry the line).



# What U.S. Retailers Expect From Suppliers Branded

## Retailers will be asking themselves during the sale meeting:

If the retailer is happy with all of the answers for above, **then the real work begins.** Brands need to be promoted at all times or then fade from notice, and therefore sales slow down.

The retailer will expect the brand supplier to ‘work’ the brand all the time. New collections, ads, sale incentive for their store team, and more.



# What U.S. Retailers Expect From Suppliers Non-Branded

## During the [sale meeting](#) (at a trade fair or in store):

1. Know the approximate costs of each piece off the top of your head.
2. Describe the quality.
3. Know the delivery dates. Retailers will not tolerate late orders.
4. Know which styles other retailers are selling.



# What U.S. Retailers Expect From Suppliers

## Non-Branded

### **During the sale meeting (at a trade fair or in store):**

- When Retailers view the supplier's non-branded line; they are searching for the **new item that will drive their business** and set them apart from the competition.
- Retailers are looking for the Best Selling items in your line.
- Point out your new items, and those you have chosen specifically for this meeting.
- Remember that “Retailers Wear the Crown;” they do not need to duplicate there current ownership.
- ***Price will be very important!***



# What U.S. Retailers Expect From Suppliers

**Retailers need to [feel confident](#) in purchasing your items:**

Discuss what your company is capable of-

1. Company volume
2. Unit production
3. Quality control rejection rates
4. Number of employees
5. Internal structure
6. Ability to ship into the U.S.
7. What can they do with returns



# What U.S. Retailers Expect From Suppliers

## What are the minimum levels of Basic Practices?

1. E-mail is the primary way to correspond with a retailer's office.
2. Have dedicated trained staff to deal with retailer questions.
3. Pictures and prices should be sent within 3 days after a sales meeting.
4. Maintain excellent quality control. Don't cause headaches for retailers.
5. Stamp all of your products with your trademarks and metal contact stamps.
  - Register your trademark with the U.S.



# How to conduct B2B business in the U.S.



***Dr. Hernandez***



# How to conduct B2B business in the U.S.

How should a deal maker proceed with a new client? The following are a few steps to consider:

1. Don't rush the negotiating process. A negotiation that is moving too fast for one of the parties only heightens that person's perception of the risks in the proposed deal.
1. Devote attention to proposing rules and mechanisms that will reduce the apparent risks in the deal for the other side.
1. Focus your efforts on building a relationship and fostering trust between the parties.
1. Consider restructuring the deal so that the deal proceeds step by step in a series of increments, rather than all at once.

**REMEMBER:** There are always 2 or more decision makers to every deal

# How to conduct B2B business in the U.S.

The Impact of Culture on Negotiation		
Negotiation Factors		
Goal	Contract	Relationship
Attitudes	Win/Lose	Win/Win
Personal Styles	Informal	Formal
Communications	Direct	Indirect
Time Sensitivity	High	Low
Emotionalism	High	Low
Agreement Form	Specific	General
Agreement Building	Bottom Up	Top Down
Team Organization	One Leader	Consensus
Risk Taking	High	Low

# M How to conduct B2B business in the U.S.

## Basics, but important

- Use 1 Company Name
- Wear a Name Tags
- Having Adequate Trained Personnel to Handle Retailer Contact
- Owners should meet with retailers at least once a year to maintain executive contact.



# How to conduct B2B business in the U.S.

## **E-mail- So Important it Has a slide all to it self!**

1. The primary way retailers communicate.
2. Staff that communicates with retailers should have their own individual e-mail address, not info@....
3. E-mail should be checked multiple times during the day. Make sure that e-mail boxes are not full.
4. Ensure that mail box capacities are large enough for today's multiple image files.



# How to conduct B2B business in the U.S.

## During Sales Meetings

1. Write Down Meeting Notes: Use a second person the task of writing notes during a meeting.
2. Use a meeting agenda to ask all the right questions.
3. When meeting is complete, use notes to e-mail a summary back to the retailers that includes your thank you for the meeting.

## Utilize a Corporate Kit of Information

1. Company should have a corporate kit to present to retailers.
2. Can be either as a hard copy with printed material, or in digital form.
3. Kit can be produced by your own firm, or by hiring an outside professional company. The more professional it looks and reads- the better.

# M How to conduct B2B business in the U.S.

## The Importance of Written Communications

1. Any communication done with a retailer regarding any issue pertaining to business, including the delivery of samples or stock deliveries must be made in writing.
2. When you have a verbal conversation with a retailer, follow up with an e-mail recapping in detail the conversation.
3. Always communicate in writing, well in advance of any forthcoming issues, **including late deliveries**. Provide a solution at the same time, and the date the issue will be resolved.

## Taking Care of Special Orders

1. Special orders are very important to retailers. Often they have already **collected a deposit from their customer** and therefore they need to live up to what ever promises they have made.



# TIMELINE- Year 1, 2 and 3

*Liz Chatelain*



# TIMELINE

## **Year 1 (July 2015- June 2016)**

Set annual goals for product development, new retailer contacts, press coverage, and last- sales.

Each year set a goal for one major item (an event, purchase big equipment, hire new personnel, etc.)

**Year 1 major item – Join Peru Certified**



# TIMELINE- Year 1

**Year 1** (July 2015- June 2016)

**July-** Join Peru Certified. [Start work on product styling for U.S. market](#)

**Aug-** Put in place B2B services needed to work with U.S. retailers. Start on English website

**Sept-** Develop corp. kit for retailer meetings. Finish new product

**Oct-** Ship all product ordered for U.S. Sign up for booth at JCK and or JA fair/show

**Nov-** Work on Mother's Day product. Send emails to U.S. retailers asking for Jan appointment

**Dec-** [Visit U.S. retailers to see assortments](#)

**Jan-** U.S. appointments. Shop stores to see assortments. Start on Brand Tools, consumer ads

**Feb-** Design and order booth materials. Design and produce trade ads. Place ad order

**March-** Start on new design for trade shows

**April-** Finish Brand Tools

**May-** Finish all new product. Exhibit at trade show(s)

**June-** Follow up from meeting at trade shows. Produce orders for U.S. market



# TIMELINE- Year 2

**Year 2** (July 2016- June 2017)

**Major Item-** [Launch English website](#)

**July-** Ship U.S. orders. Review and up date all marketing materials. Set appointments in for U.S. trip

**Aug-** Up date English website. Visit U.S. for appointments

**Sept-** Start shipping U.S. orders

**Oct-** Ship all product ordered for U.S. Visit retailers in U.S. for PAs (mfg personal appearance)

**Nov-** Work on Mother's Day product. Send emails to U.S. retailers asking for Jan appointment

**Dec-** Visit U.S. retailers to see assortments

**Jan-** U.S. appointments. Shop stores to see assortments.

**Feb-** Design and order new booth materials. Design and produce new trade ads. Place ad order. Start on new design for trade shows

**March-** Set show appointers with retailers

**April-** Finish all new product.

**May-** Finish all new product. Exhibit at trade show(s)

**June-** Follow up from meeting from trade shows. Produce orders for U.S. market



# TIMELINE- Year 3

**Year 3** (July 2017- June 2018)

**Major Item-** **Launch Consumer Ads**

**July-** Ship U.S. orders. Review and up date all marketing materials. Set appointments in for U.S. trip. Design new consumer ads and tools

**Aug-** Visit U.S. for appointments. Please consumer ads.

**Sept-** Start shipping U.S. holiday orders

**Oct-** Ship all product ordered for U.S. visit retailers in U.S. for PAs (mfg personal appearance)

**Nov-** Work on Mother's Day product. Send emails to U.S. retailers asking for Jan appointment

**Dec-** Visit U.S. retailers to see assortments

**Jan-** U.S. appointments. Shop stores to see assortments.

**Feb-** Design and order new booth materials. Design and produce new trade ads. Place ad order. Start on new design for trade shows

**March-** Set show appointers with retailers

**April-** Finish all new product.

**May-** Visit U.S. retailer before shows start. Exhibit at trade show(s)

**June-** Follow up from meeting from trade shows. Produce orders for U.S. market



# Conclusion

Approaching the U.S. market is not easy and could take years to show major results....

*But the rewards can be huge.*

You do have a story to tell .... And Peru Certified can help you make the most of it.

Thank you all so much for your  
time and attention!

# MVI



For a copy of this presentation,  
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