

CHAPTER I

THE BACKGROUND

1.1. Introduction

Nowadays, it can be seen that the number of women who choose to work in a professional sector are increasing (Tjaja par. 3); therefore, for some women, workplace has become an essential part of life. It has become a place where they have to put more attention in dressing up. Carter states that most of the workplaces today gives a significant attention to professional dress codes (par. 1) and here jewelry has a great role in giving additional attraction to the professional outfit. For those who often deal with clients and customers face to face, it is important to wear jewelry that makes them look professional. Shane, a jewelry expertise, believes that professional look can be shown off by wearing simple yet subtle design of jewelry together with working outfits (par. 1). In other words, jewelry which can make someone looks professional must be designed delicately. In another situation, it seems that most women love going to parties where having good styles of fashion is a must. They cannot choose not to look gorgeous; therefore, it is crucial for women to choose suitable jewelry that matches with their outfit perfectly.

Based on that fact, it can be seen that the existence of jewelry business is much needed. To fulfill women's need on jewelry, especially jewelry for working and going to parties, I would like to run a business on crystal jewelry as a crystal is an ornament that not only is able to make someone look impressive, but also goes well with nearly all kinds of outfit. Moreover, there are only few companies who run jewelry business focusing on crystal.

Shane believes that crystal jewelry is never out of fashion and it is also available both in new and classic designs (par. 3). On the other hand, crystals are not as expensive as other precious stones such as diamond, garnet, spinel, olivine, and so on but its shine and reflection can make anyone look gorgeous. According to Shane, when someone wears crystal jewelry, even a small ray of light can make the crystal coruscate and that will brighten up limbs (par. 3). He also says that a crystal pendant can spell magic and make anyone look quite admirable. Crystal is available in different colours; thus, it will be easier to match the jewelry with the outfit (par. 3). Therefore, crystal is great jewelry to wear by either women who work or go to parties to look more gorgeous.

There are three kinds of crystal that are distributed in Indonesia: Chinese Crystal, Czechoslovakian Crystal and Austrian Crystal named Swarovski. Fashion Jewelry states the "Swarovski crystal is the highest quality crystal stone manufacturer in the world today" (par. 4). There are some factors which make Swarovski become the best crystal, as stated below:

“What makes a Swarovski crystal unique is its composition. By adding 32 percent lead to the molten glass (a mix arrived at after considerable experimentation), Swarovski imbued his Austrian crystal with a high refraction rate. Later, it is developed to different chemical coatings to enhance color and sparkle” (“What is Austrian Crystal?” par. 3).

Moreover, what makes Swarovski become the best crystal is its great optical purity and its ideal polishing. “Each crystal comes through a thorough multilevel checking of inner defects and the quality of polishing, and then is registered” (Dimitri par. 3). According to those facts, my jewelry business will focus on using Swarovski crystals as the main material.

To keep the good quality with minimum price, Swarovski crystals will be combined with either stainless steel chains or rhodium coated copper chains. The business will focus on producing the jewelry using these two kinds of chains for they have better characteristics than nickel chains which are also available. Stainless steel chains are more expensive in price compared to rhodium coated copper chains but they have a better characteristic since they are stainless; whereas, rhodium coated copper chains are very resistant to corrosion. However, rhodium coated copper chains are very reflective and have more varieties so that they can be made into more various models of jewelry.

The name that is used for this business is “SC” which stands for Schmetterling Crystal. Schmetterling is a German word which means butterfly. The concept of butterfly is chosen since it always represents beauty no matter how simple or elegant it is. Every woman has their

uniqueness to represent their beauty; therefore, I believe that SC can answer every woman's need on jewelry based on their character and passion.

SC has a motto "small yet sophisticated". This motto is made to tell people that even though jewelry is only small part of outfits, it can give a sophisticated effect when it is worn.

1.2. Unique Selling Proposition

SC sells crystal jewelry that is already designed and made by its designers. What makes us different from our competitors in crystal business is that each customer can request the jewelry in the design, size, shape, and colour according to what they want. Moreover, they can also design the jewelry by themselves and just trust SC's designers to make it, based on their request. Gofar says that the jewelry that is sold can be attractive; however, they usually cannot answer customers' wants as the designs of the jewelry that are offered are limited (1). Therefore, SC is the best place for customers who look for jewelry that really goes well with them. On top of that, we give our customers a lifetime warranty for the chain and other ornaments beside the crystals.

1.3. SWOT Analysis

There is some strength that SC has. SC produces crystal jewelry based on customers' needs and passion. Moreover, a lifetime warranty will ensure customers to buy the products. Besides that, SC has a website as

an informational media for the customers about SC company and products as well as a tool for promoting SC store. The store that is located in Bandung Supermall can be accessed easily by potential customers.

The weakness that SC has is that the products are not human's primary needs. Therefore, some women may think that they do not need to buy SC's products.

Since business on crystal jewelry is rarely found, SC has a good opportunity to fulfill the demands of crystal jewelry. Accordingly, SC can grow into a famous and big business such as opening new branches or even changing the business into franchise business.

However, the competitors who run businesses on other kinds of jewelry such as diamond, gold, and silver jewelry and the competitors who offer lower grade crystals with more competitive price can be a threat for SC.

1.4. Company Logo



Figure 1.1

SC stands for Schmetterling Crystal. Schmetterling means butterfly; therefore, a butterfly is used as the main logo. The butterfly is made sparkling to represent the products that SC offers. The word “SC” is placed inside the butterfly to give an impression to people that SC and the butterfly create beauty as one.

Black is used for the figure and texts since it is the colour that associates with power and elegance (“Color Meaning” par. 30). Moreover, Sibagraphics states that black is excellent technical colour and it assists targeting a sophisticated high-end market to add mystery (“The Meaning of Colours” par. 20). Accordingly, black is chosen to give customers curiosity of what SC offers. For the background, white is chosen to “represent light, goodness and purity” (“Color Meaning” par. 27).

1.5. Vision

SC expects to be regarded as a well-known crystal jeweler where customers can trust its products and services as the best.

1.6. Mission

SC always strives to be a top crystal jeweler by providing great products and services to the customers. In its services, SC provides a personal consultation for each customer so that they can consult their needs and desires with SC designers. With the best quality of products that SC offers, SC markets its products to working women and homemakers who buy jewelry as a symbol of prestige and to have stylish

appearance. In order to maintain its quality of service, SC appreciates any suggestions, ideas, advices and comments from everyone, especially customers and employees as a learning process in building and evaluating company's services and products.