

eCommerce

Jewelry

Potential, Processes & Case studies

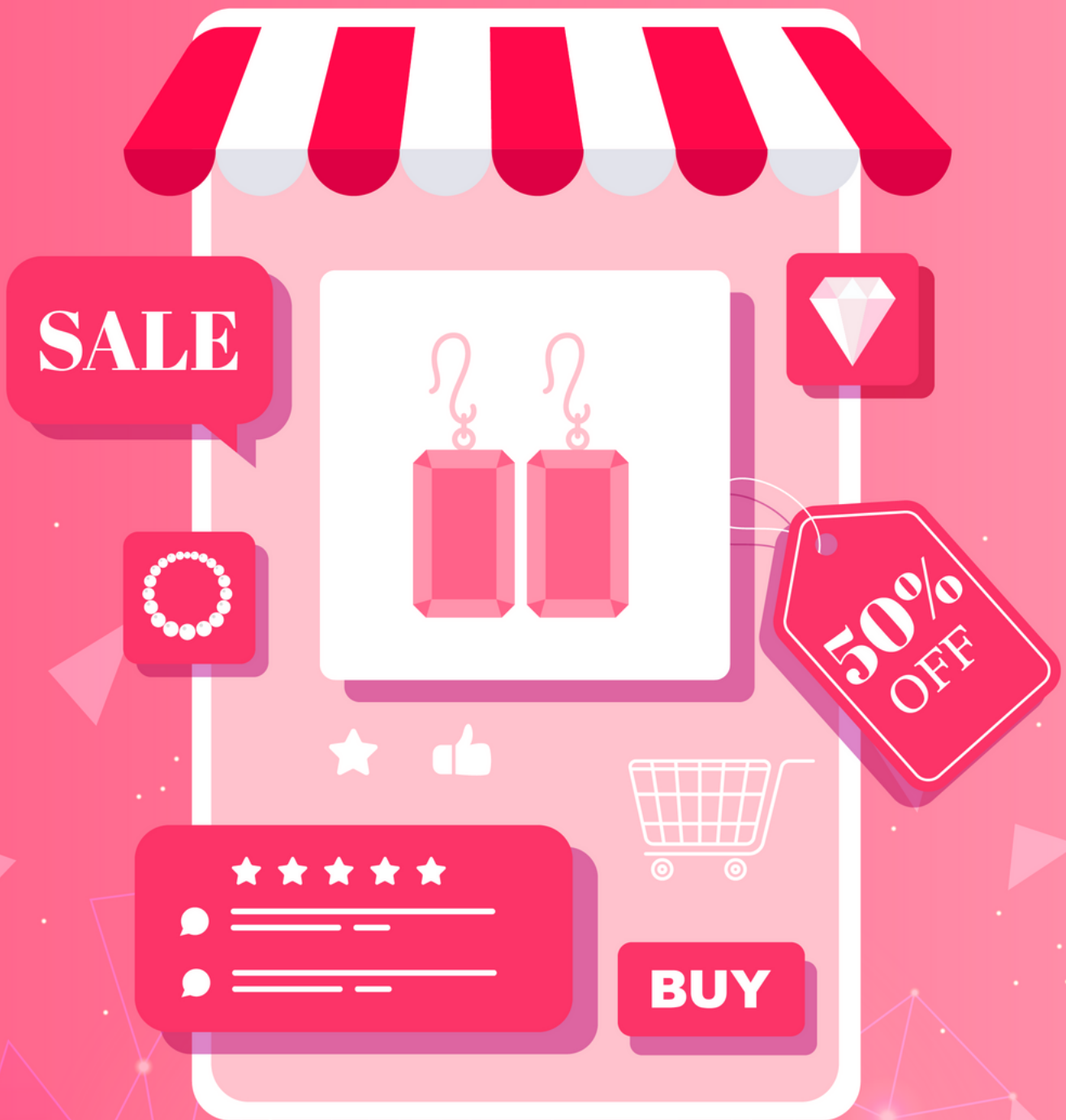


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PROLOGUE

The world of jewelry always harbors mystical and captivating beauty. With the continuous development of eCommerce, many jewelry brands have seized this opportunity to bring their products closer to global users and leave a unique mark through their eCommerce websites.

eCommerce is increasingly growing and becoming a popular sales channel, especially in the jewelry industry, where global eCommerce jewelry sales are expected to reach 117.8 billion USD by 2027, with a CAGR of 12.2% from 2022 to 2027. Additionally, the United States is the largest eCommerce jewelry market in the world, with an estimated revenue of 45.6 billion USD by 2027. Therefore, eCommerce jewelry is an essential business trend for jewelry brands, ranging from affordable to luxury items.

With over 9 years of experience in implementing complex projects both domestically and internationally, SECOMM has created the eBook **"eCommerce Jewelry: Potential, Processes & Case studies"**.

SECOMM introduces this eBook with the aim of providing businesses with the necessary information to develop eCommerce for jewelry, including:

- The potential of eCommerce jewelry
- Specifics of eCommerce jewelry
- Building a basic eCommerce jewelry website
- Building an in-depth eCommerce jewelry website
- Successful lessons from major brands

All data in this eBook is collected from various reliable sources such as Forbes, Statista, Research and Markets, Grand View Research, eCommerceDB, etc.

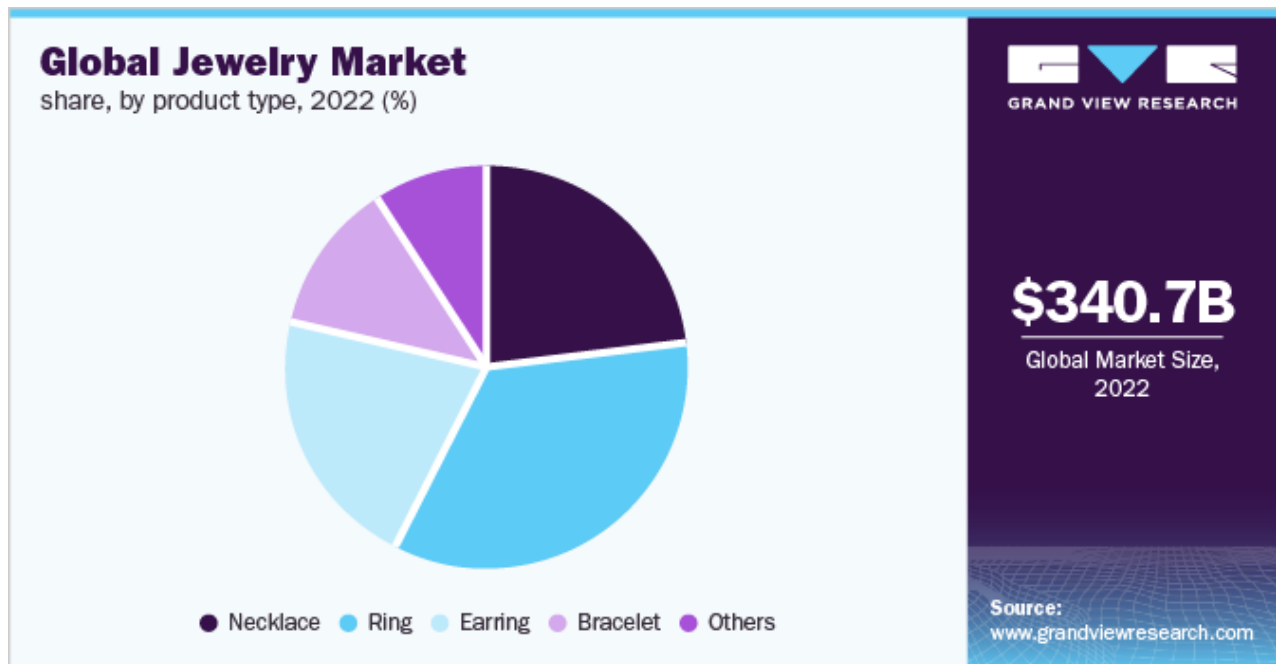
1 | OVERVIEW OF THE ECOMMERCE JEWELRY MARKET

In recent years, eCommerce has been growing rapidly, especially in the jewelry sector. This creates numerous opportunities for jewelry businesses to reach more customers and achieve consistent revenue growth.

1. Potential for the development of eCommerce jewelry

1.1. Jewelry market insights

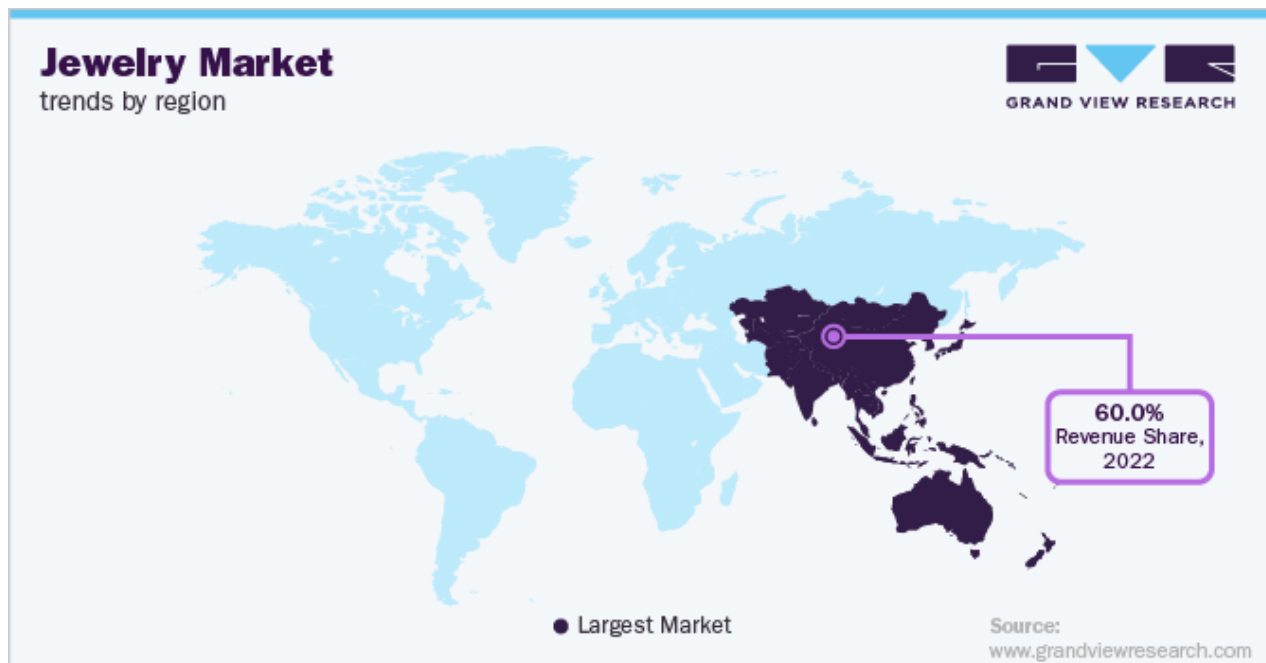
In terms of product segments, the jewelry market is categorized into 5 types, including necklaces, rings, earrings, bracelets, and other types.



Product segment: Source [Grand View Research](https://www.grandviewresearch.com)

In 2022, rings dominated the largest market segment, holding a 33.7% market share. It is anticipated that rings will maintain their leading position, capturing a 34.5% market share by the year 2030.

In terms of market segmentation, the Asia-Pacific region holds the largest market share globally, contributing over 60%. This is primarily driven by the high demand for jewelry from densely populated countries in the region such as India and China, where gold is extensively consumed on a large scale.

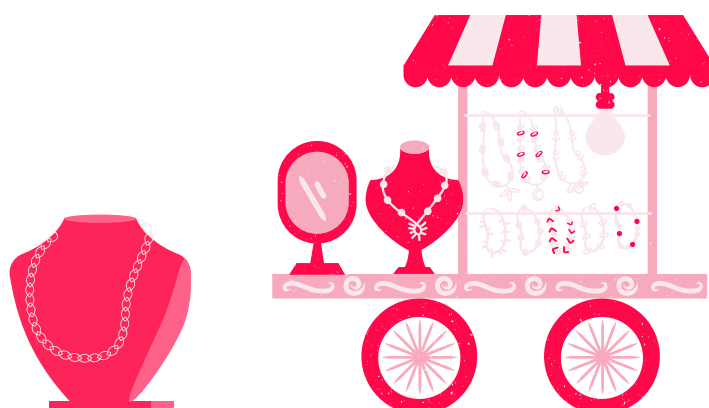


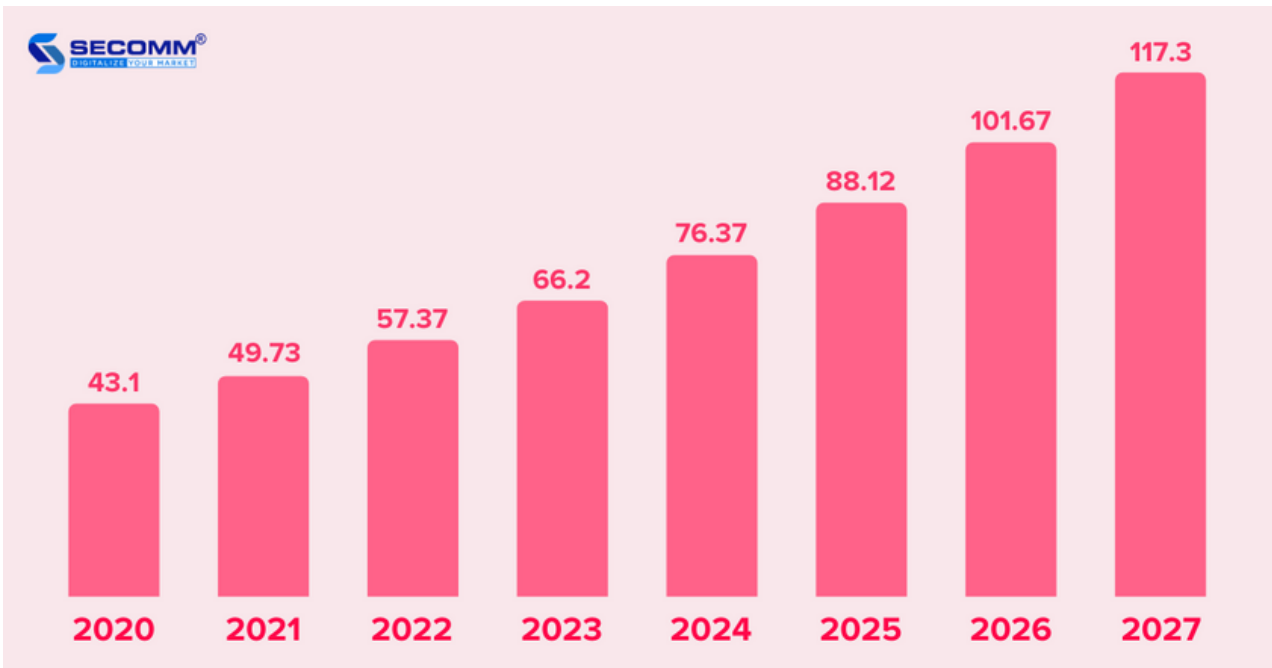
Product segment: Source [Grand View Research](#)

For example, according to the India Brand Equity Foundation, data published in July 2020 indicated that the jewelry and gemstone industry in India is estimated to be one of the significant contributors to the global market, projecting to account for 29% of global consumption.

1.2. eCommerce Jewelry Market Figures

According to statistics, the global eCommerce jewelry market is valued at around 57.4 billion USD, and it is forecasted to reach approximately 117 billion USD by the year 2027.

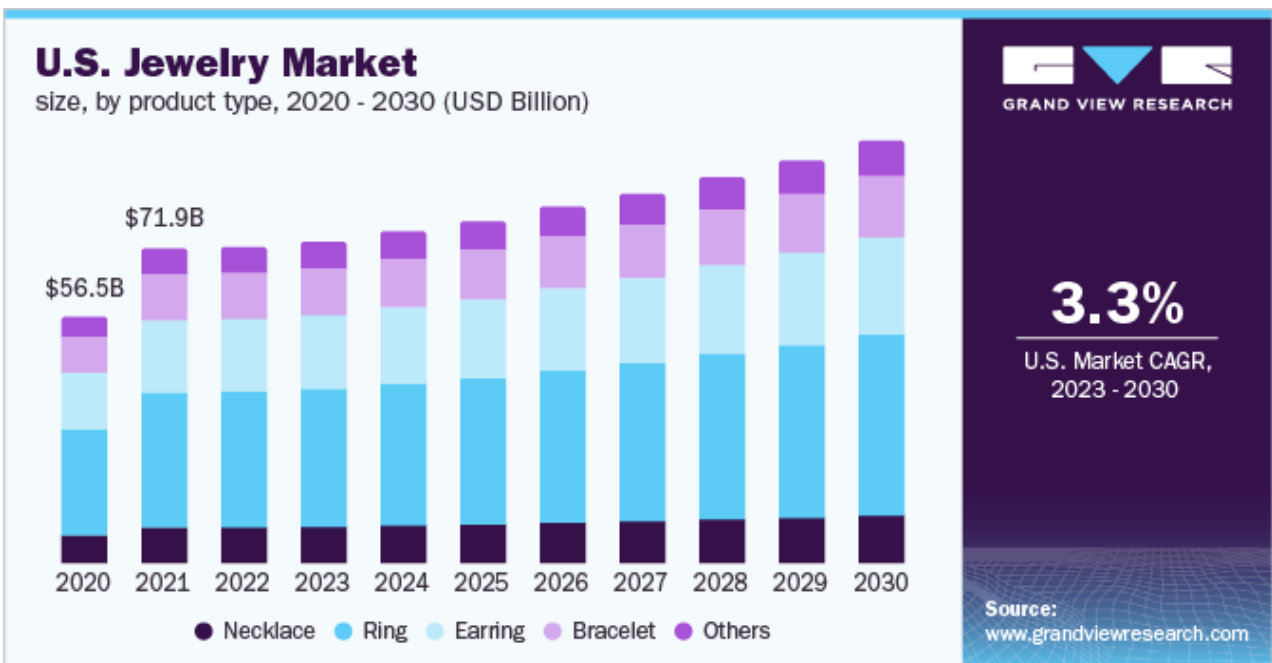




Source: [Statista](#)

The eCommerce jewelry market is not confined to a single region; rather, this sector is experiencing global growth.

In the United States, the eCommerce jewelry market is valued at approximately 69 billion USD, while in Europe, it is estimated to be around 48 billion USD.



Jewelry Market in the United States: Sources [Grand View Research](#)

The Asia-Pacific region is also emerging as a crucial market, led by China and India. In Vietnam, the eCommerce jewelry market is experiencing significant growth.

According to the report by the Vietnam eCommerce Association (VECOM), the scale of Vietnam's eCommerce jewelry market in 2022 is estimated to reach 10,000 billion VND, a 25% increase compared to 2021.

2. Opportunities for the jewelry industry in the eCommerce market

Several factors are driving the potential of the eCommerce jewelry market, notably the increase in the middle-income class, the growth of online shopping channels, technological advancements, and changes in consumer shopping behavior.

2.1. Growth of the middle-income class

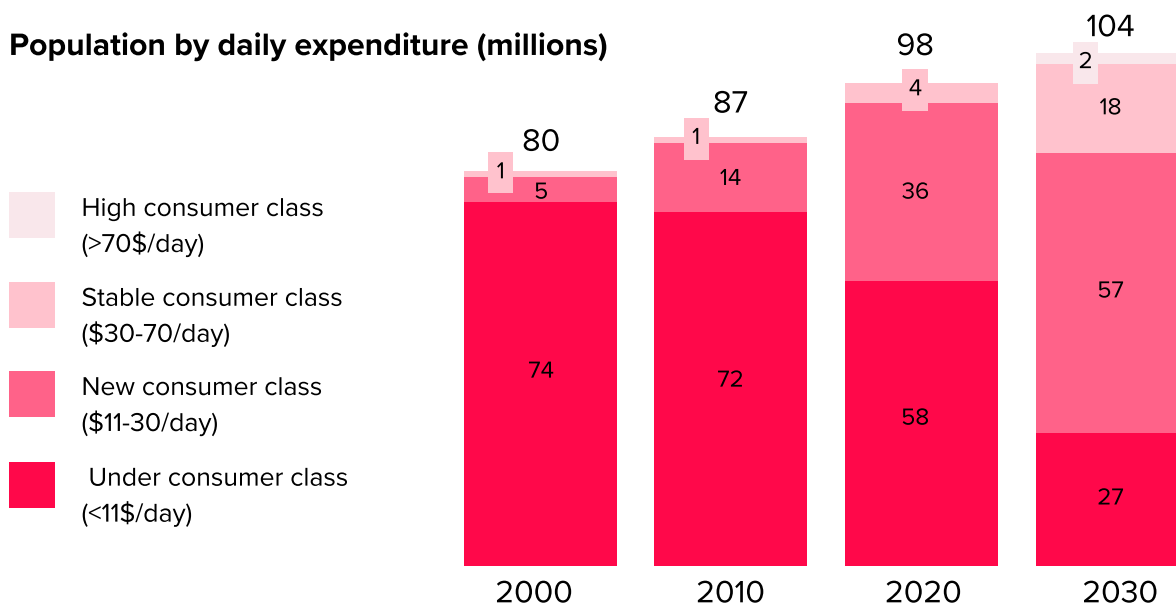
According to the World Bank report, the middle-income class in Vietnam is steadily increasing, from 13% of the population in 2016 to 26% in 2026. It is expected that the middle-income class in Vietnam will continue to grow in the coming years.

On a global scale, according to the [McKinsey Global Institute](#) report, the global middle-income class is projected to increase from 1.8 billion people in 2020 to 4.9 billion people in 2030. This growth will generate significant demand for premium products and services, including jewelry and gemstones.



Vietnam may add an additional 37 million people to the consumer class in the next decade

Population by daily expenditure (millions)



The consumers are classified according to the average daily expenditure, wherein the consumption stratum is defined as those who spend at least \$11/day at 2011 purchasing power parity.

Source: Marketpro by WorldDataLabs; Analysis by McKinsey Global Institute

2.2. Growth of online shopping channels

According to a report by [Metric.vn](#), as of June 2023, Vietnam has over 100,000 eCommerce websites, a 20% increase compared to 2022. Among them, the most popular categories on Vietnam's eCommerce platforms include fashion, household items, electronics, and jewelry.

On the international market, according to a report by Statista, as of June 2023, there are over 280 million active eCommerce websites worldwide. The rise of online shopping channels, specifically individual eCommerce websites, has created numerous opportunities for eCommerce jewelry businesses to reach a broader audience, including customers in remote areas away from main retail stores.

2.3. Technological development

Technological advancement is one of the crucial factors driving the potential of eCommerce in the jewelry industry.

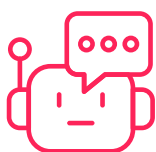
The adoption of new technologies such as Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI) in eCommerce for jewelry enhances the online shopping experience, making it increasingly novel and attractive for customers.



VR and AR technologies contribute to creating a shopping experience similar to traditional brick-and-mortar stores, enabling customers to easily select and purchase jewelry online



Utilizing AI technology to develop algorithms that assist in recommending jewelry products based on the preferences and needs of customers



Implementing chatbots to assist customers in addressing queries or issues, providing 24/7 customer support to enhance overall service

2.4. Changes in shopping behavior

Consumers are increasingly inclined to shop online, especially during the COVID-19 pandemic, presenting opportunities for jewelry businesses to boost eCommerce activities.

According to a study by the Plumb Club, COVID-19 has positively impacted jewelry sales, with 30% of consumers in a recent survey stating that they purchased more jewelry during the pandemic.

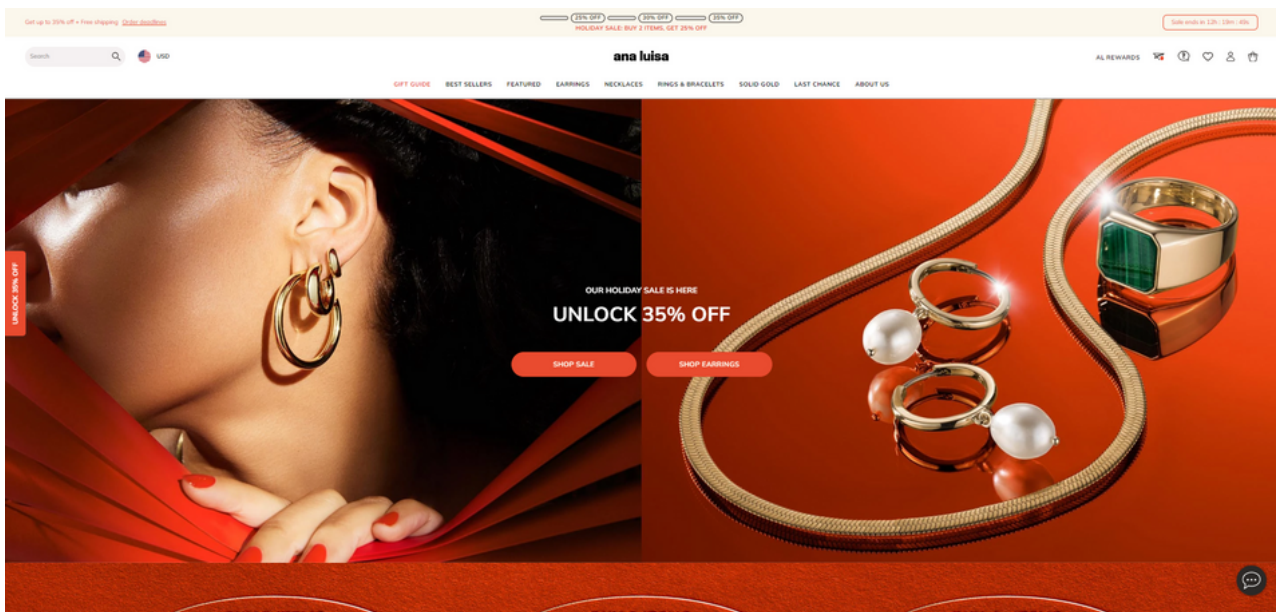
The survey, titled "[The Plumb Club Industry & Market Insights 2021](#)" also noted that 49% of consumers bought as much jewelry as they usually do, while 21% bought less.

2

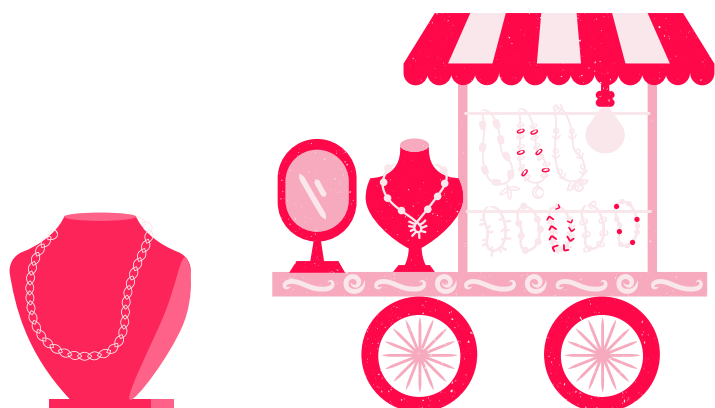
SPECIFICS OF ECOMMERCE JEWELRY

1. Professional interface

A professional interface is one of the crucial criteria to consider when building an eCommerce jewelry website. This criterion helps businesses make a positive impression on customers, increase conversion rates, and boost sales.



ANA LUISA's eCommerce Website



Here are some factors to consider when designing a website interface:



Aesthetics: The interface should be aesthetically pleasing, visually appealing, and suitable for the jewelry industry and brand identity



User-Friendly: Ensure user-friendly elements to make it easy for customers to navigate and shop for products



High-Quality Images/Videos: Businesses should use high-quality, clear, and high-resolution images/videos to assist customers in examining products in detail



Compatibility: The interface should be compatible with multiple devices, especially mobile devices, to leverage the [Mobile Commerce](#) trend, making it easier for customers to shop

2. Specialized functionality system

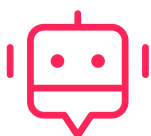
When building a jewelry website, in addition to basic eCommerce functions, businesses should focus on developing advanced features that address industry-specific needs:



Virtual Try-On: Integrate Augmented Reality (AR) or Virtual Reality (VR) tools to allow customers to visualize how jewelry will look when worn



Wishlist: Enable customers to save favorite items for future reference, encouraging repeat visits and conversions



Product Recommendations: Utilize AI technology to deploy product recommendation tools based on customer behavior and preferences



Loyalty Program: Establish a loyalty program to reward frequent customers with discounts, exclusive offers for new collections, and other incentives

3. High scalability

An eCommerce jewelry website needs to have high scalability to meet the future development needs of the business.

Here are some factors to consider when evaluating scalability:

Scale	As the business grows and implements multiple large-scale marketing campaigns, the website system needs to handle high levels of traffic and large datasets
Functionality	As behaviors and markets change, businesses need to develop new functionalities or integrate with third-party modules and applications to meet evolving business needs
Design	After a period of online business, jewelry website administrators may want to customize or redesign the website interface to align with a new brand identity, market trends, and user preferences

4. High security

Jewelry is a high-value item, so an eCommerce jewelry website needs to have high-security measures to ensure the safety of customer information and prevent fraudulent activities and theft on the internet.

eCommerce jewelry websites often require customers to provide personal information such as names, addresses, phone numbers, email addresses, credit card numbers, bank account numbers, etc., for ordering and payment purposes. If this information is compromised, customers may fall victim to scams, lose money, or have their privacy violated.

3

BUILDING A BASIC ECOMMERCE JEWELRY WEBSITE

With nearly 10 years of experience in eCommerce, SECOMM has outlined the journey of building commonly seen jewelry websites for businesses in Vietnam.

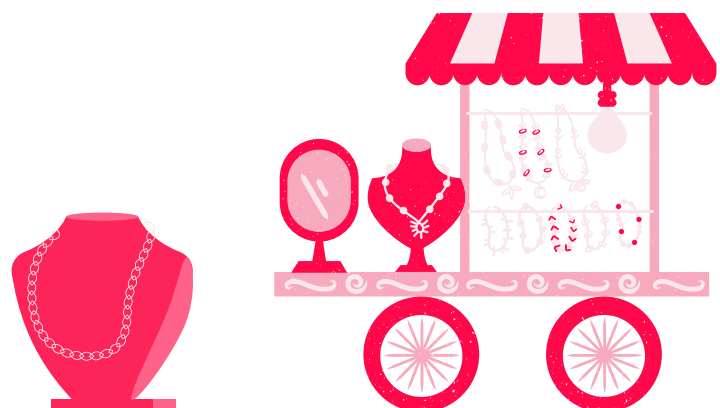
1. Identifying objectives

Firstly, businesses in the jewelry industry need to clearly identify objectives and prioritize each of these objectives when planning the development of an eCommerce website.

In the long-term vision, businesses may be interested in building and strengthening their brand presence on the Internet, exploring the potential of online customers, and optimizing business operations from [online to offline](#).

For short-term goals, businesses may prioritize monitoring and analyzing customer behavior on the website, evaluating the effectiveness of online marketing campaigns to improve sales performance.

When setting objectives, time is also a crucial factor. Businesses can choose to deploy quickly to penetrate the eCommerce market or take a gradual approach to allow time for testing, evaluation, and adaptation to this large and competitive market.



2. Choosing an eCommerce platform

Currently, there are two popular types of eCommerce platforms that support website development: SaaS (Software as a Service) and Open Source.

Characteristic	SaaS	Open Source
Concept	Distribution model for building software-based websites	Open-source software with publicly released source code, available for free use
Hosting	On the provider's server	On a private server
Interface	Use pre-designed interface Customize pre-designed interface Design a custom interface	Use pre-designed interface Customize pre-designed interface Design a custom interface
Feature	Basic Advanced	Basic Advanced Jewelry industry specificity
Use	Easy	Difficult
Technical knowledge	No programming knowledge required	Requires programming and system administration knowledge
Maintenance	Platform provider responsibility	Business responsibility
Customizability	Low	High
Scalability	Low	High
For example	Shopify BigCommerce Squarespace	Adobe Commerce WooCommerce OpenCart
Fit for	Individual, small, medium, large businesses	Medium, large, and corporate businesses

Comparison between SaaS and Open Source Platforms

Typically, new businesses entering the eCommerce market will opt for SaaS platforms to save time and costs during the initial stage of building an eCommerce website. Later on, businesses might transition to open-source platforms for more in-depth eCommerce website development.

However, businesses can also choose open-source platforms right from the start to build a basic eCommerce website and then gradually upgrade the system over time on the same platform to avoid the need for platform switching in later stages.

Here are some basic platforms that support the development of eCommerce jewelry websites in the initial stage that businesses can consider.

2.1. BigCommerce

Established in 2009, [BigCommerce](#) is a user-friendly platform designed to support businesses of all sizes and technical expertise levels in embarking on the journey of building an eCommerce website.

BigCommerce offers various solution packages for businesses to choose from:

Criteria	Standard	Plus	Pro
Cost (month)	\$39/month	\$105/month	\$399/month
Cost (year)	\$29/month	\$79/month	\$299/month
Business scale	Individual	Small	Medium

After many years of development, BigCommerce is now one of the most feature-rich platforms, providing everything businesses need to create a website, optimize search engine tools, marketing, etc., at reasonable deployment costs.

Some jewelry brands using BigCommerce include names like Ippolita, Lux Bond & Green, Diamonds Direct.

2.2. Shopify

Shopify is a SaaS eCommerce platform established in 2006. Over the years, Shopify has quickly become a leading platform in the eCommerce industry, supporting numerous businesses worldwide to start and grow their online ventures.

The cost to use the Shopify platform is quite diverse, including three main solution packages:

Criteria	Basic	Shopify	Advanced
Cost (month)	\$25/month	\$65/month	\$399/month
Cost (year)	\$19/month	\$49/month	\$299/month
Business scale	Individual or small	Medium	Large

Additionally, Shopify provides many other options to cater to various needs:

- **Starter:** \$5/month, setting up social media payment functionality and messaging apps for businesses.
- **Retail:** \$89/month, configuring employee management, inventory, and loyalty programs for retail stores.
- **Commerce Components:** Custom pricing, offering third-party modules for integration into the business's eCommerce website.
- **Shopify Plus:** Custom pricing, designed for large enterprises.
- **Shopify Hydrogen & Oxygen:** Custom pricing, designed for businesses with Headless Commerce deployment needs.

Some jewelry businesses using Shopify to build their eCommerce websites include names like Made by Mary, MISSOMA, Pura Vida Bracelets, J&CO.

2.3. WooCommerce

WooCommerce is an open-source eCommerce plugin developed for the WordPress platform, one of the most popular Content Management Systems (CMS) worldwide. WooCommerce enables businesses to turn their WordPress websites into online stores or integrate eCommerce features into existing websites.

The cost of using WooCommerce will depend on the complexity of each project, averaging **around \$1,000 for a basic eCommerce website and \$10,000 for a more advanced one.**

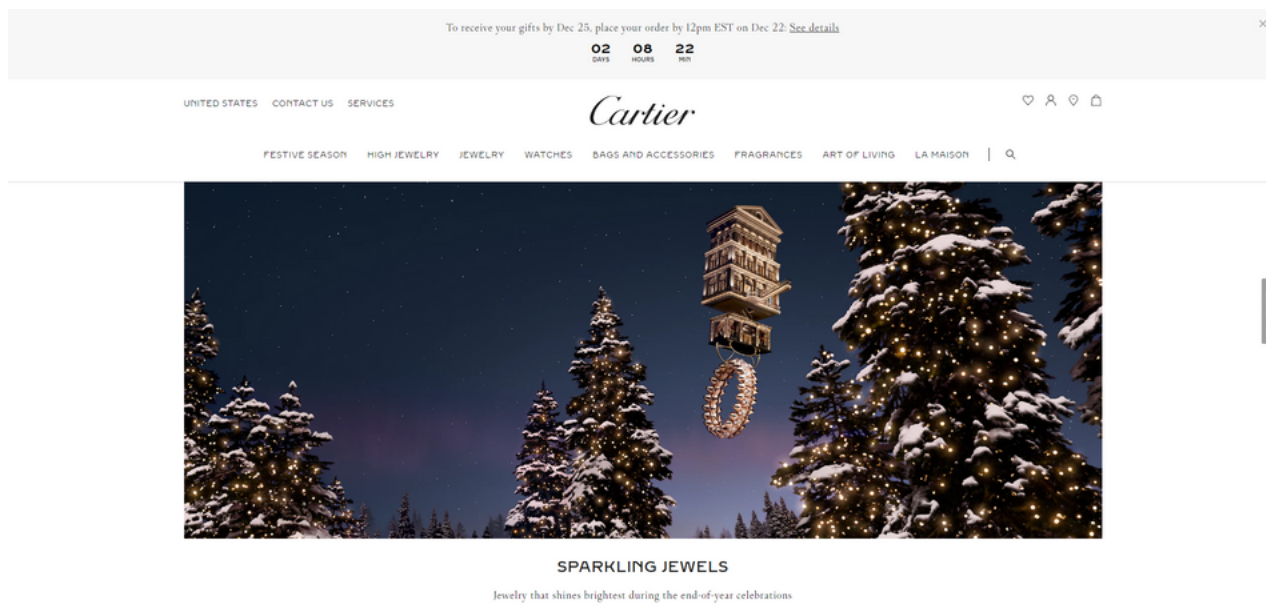
Jewelry businesses using WooCommerce to build their eCommerce websites include April Soderstrom, NEWTWIST, Waufen, Hyo Silver, Alkemistry, Oxétte, Arden Jewelers, and Binenbaum Antiques & Jewelry

Characteristic	BigCommerce	Shopify	WooCommerce
Platform	SaaS	SaaS	Open Source
Cost of use	From \$19/month	From \$19/month	Free
Development costs	Included in the cost of use	Included in the cost of use	From \$1,000/project
Transaction costs	Free	0.15% transaction fee if not using Shopify Payments	Free
Standard features	★★★★	★★★★	★★★★
Advanced features	★★★	★★★★	★★★★
Special features	★★★	★★★	★★★★
Customizability	★★★	★★★	★★★★
Scalability	★★★★	★★★★	★★★★

Quick comparison table between BigCommerce, Shopify, WooCommerce

3. Website interface design

When designing the interface, businesses need to meet basic criteria such as UI/UX standards, reflect the brand's characteristics, present a consistent presentation of products, provide sufficient usage instructions, etc.



eCommerce website of Cartier

Currently, there are three common ways to design the interface, including:

<p>Use ready-made themes</p>	<p>Optimize interface design costs but may limit the brand positioning as themes can be duplicated with other websites</p>
<p>Customize themes according to needs</p>	<p>Save costs and add some brand identity elements like color, font, layout, etc. However, effective customization of themes requires a specialized and experienced team</p>
<p>Design a unique theme</p>	<p>Businesses will have a website tailored specifically for their brand. However, this option will require more investment in design costs and time</p>

In this stage, businesses often choose ready-made themes to save costs, but some financially stronger businesses may opt for the other two methods to better position their brand.

4. Building features for the website

In this stage, businesses may prioritize developing basic functions to meet the most essential needs when operating a jewelry eCommerce website.

Some essential features that should be included in a jewelry eCommerce website are:

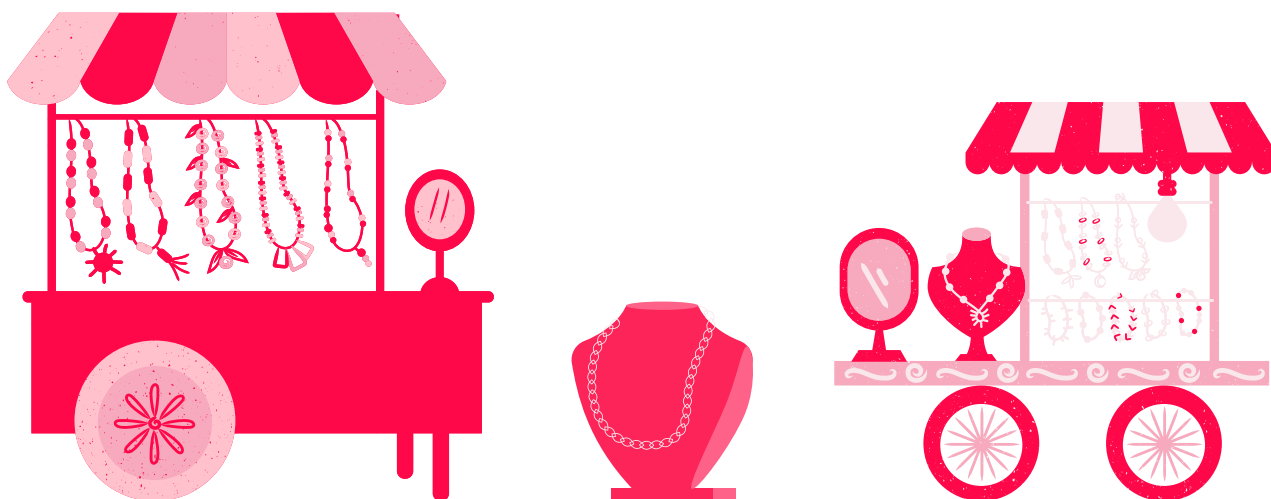
Category Management	Control data, product features, categories, prices, inventory, images/videos to operate and optimize business
Store Management	Manage the inventory of products, control the business activities, and personnel for each branch
Cart & Checkout	Manage the shopping cart and customer checkout information
Customer Management	Manage customer information to improve marketing efficiency, shopping experience, and enhance customer satisfaction
Marketing Management	Optimize SEO and implement marketing programs with supporting tools to boost sales for the business
Sales Management	Set up and operate sales processes, orders, payments, and shipping
Content Management	Develop and optimize all content-related aspects for CMS pages, image storage, theme customization, and website design
System Management	Administer role-based permissions, review security methods, maintenance, and system care for the website
Analysis & Reporting	Support monitoring, measuring the performance of the eCommerce system, and planning for future strategies

5. Complete legal procedures

After successfully completing the features, testing, and launching the website, businesses need to fulfill the legal procedures related to eCommerce business.

According to Decree 52/2013/ND-CP of the Government of Vietnam, any individual or organization owning an eCommerce website for selling goods must notify or register with the Ministry of Industry and Trade through [the Ministry of Industry and Trade's online public service portal](#).

Note: Websites that operate for an extended period or fail to register/notify with the competent authority within the specified time frame may be subject to administrative penalties as stipulated by regulations.



4 | STRATEGIC DEVELOPMENT OF SPECIALIZED JEWELRY ECOMMERCE WEBSITE

1. Reassessing goals

When a business is in the process of development, and the market is undergoing significant transformations, adjusting goals becomes necessary. This is particularly crucial when leadership needs to review business strategies and make decisions regarding investments in the jewelry eCommerce website, considering both time and budget aspects.

During this stage, businesses often focus on setting short-term and long-term goals for their online jewelry business.

For long-term goals, businesses may consider expanding the brand's presence in the market, building a loyal customer program, and promoting the jewelry and gem purchasing habits of middle to upper-class customers. These goals lay the foundation for sustainable development and prosperity of the business in the future.

As for short-term goals, businesses can concentrate on attracting more potential customers, increasing revenue, and supporting the eCommerce marketing strategy. Tools like eCommerce Marketing can be prioritized to stimulate rapid development and create immediate business opportunities.

Overall, establishing specific goals and adjusting them based on market conditions and the business's development is an essential part of managing and succeeding in the jewelry eCommerce industry.

2. Choosing a platform for migration

When basic platforms are no longer sufficient to support the business in expanding the website system, businesses will have to migrate to more specialized platforms such as Adobe Commerce, Shopify Plus, BigCommerce Enterprise, Salesforce Commerce Cloud, etc., to develop a highly specialized jewelry eCommerce website.

2.1. Shift4Shop

Shift4Shop is an eCommerce platform developed by Shift4 Payments, a payment technology company. Shift4Shop provides a comprehensive eCommerce solution for businesses of all sizes and industries, including jewelry businesses.

Currently, Shift4Shop only offers services in the U.S market with four solutions ranging from free to paid:

- **End-to-End eCommerce:** Free, can only be used when processing credit card payments through Shift4Shop in the U.S
- **Basic Store:** \$29/month, for businesses with limited revenue of \$100,000/year
- **Plus Store:** \$79/month, for businesses with limited revenue of \$250,000/year
- **Pro Store:** \$229/month, for businesses with limited revenue of \$1,000,000/year
- **Enterprise Store:** \$1,999/month, for businesses with revenue over \$10,000,000/year

Note: Shift4Shop only supports the U.S. market

For larger brands requiring more complex features for a jewelry eCommerce website, businesses should choose the Enterprise Store solution.

Some brands using Shift4Shop include Jewelry Supply, Too Cute Beads, Sasha's Gemstone Jewelry, Alara Jewelry, Diamond Jewelry NY, Just Mens Rings.

2.2. Shopify Plus

Launched in 2014, Shopify Plus is the enterprise-level eCommerce platform offered by Shopify. Shopify Plus is specifically designed for large brands with an annual transaction value over \$1 million and high growth rates.

The cost of using Shopify Plus is calculated based on revenue. Initially, each business will pay a minimum of \$2,000 per month for standard setups and integrations.

After reaching \$800,000 per month in sales, Shopify Plus will charge businesses based on revenue, with a fee of 0.25% of monthly revenue. However, the fee will not exceed \$40,000 per month or \$480,000 per year. Some eCommerce websites using Shopify Plus include Bling Jewelry, BodyCandy, Jewelry by Johan, Stella & Dot, Victoria Emerson.

2.3. Adobe Commerce (Magento)

Adobe Commerce, formerly known as Magento Commerce, is a professional and widely-used eCommerce system. Adobe Commerce is part of the Adobe Experience Cloud product line and is designed to assist businesses in building eCommerce websites.

Currently, Adobe Commerce provides 2 main versions:

- **Adobe Commerce (Magento Commerce):** This is the premium version of Magento designed for large enterprises, with development costs ranging from \$100,000 to \$500,000 per project.
- **Magento Open Source:** Formerly known as Magento Community Edition, this is the open-source and free version of Magento, with development costs ranging from \$50,000 to \$100,000 per project.

Some businesses using Adobe Commerce to build jewelry eCommerce websites include True Facet, Hannoush, Judaica, Mikimoto, Charles and Colvard, J.R.DUNN, EraGem.

2.4. Salesforce Commerce Cloud

Salesforce Commerce Cloud, formerly known as Demandware, is a cloud-based eCommerce platform. Salesforce Commerce Cloud operates on the SaaS (Software-as-a-Service) model but with high scalability, offering a range of features and capabilities to help businesses create a seamless and effective shopping experience for their customers.

Specifically, Salesforce Commerce Cloud has three main versions for building eCommerce websites: Salesforce B2C Commerce, Salesforce B2B Commerce, and most recently, Salesforce B2B2C Commerce.

Market Segments	Solutions (Cost based on total annual merchandise value)		
	Starter (month)	Growth (month)	Plus (month)
B2C	1% GMV	2% GMV	3% GMV
B2B	1% GMV	2% GMV	
B2B2C	1% GMV		

Cost of using Salesforce Commerce Cloud

Businesses using Salesforce Commerce Cloud to build jewelry websites include Cartier, Buccellati, Mikimoto, Van Cleef & Arpels, Piaget, Bulgari, Harry Winston, Graff Diamonds, Chopard, Tiffany & Co.

Characteristic	Adobe Commerce	Shopify Plus	Salesforce Commerce Cloud	Shift4Shop
Platform	Open Source	SaaS	SaaS	SaaS
Cost of use	Magento Open Source: Free Adobe Commerce: From \$22,000/month	From \$2,000/month	From \$2,500/month	\$1,999/month
Development costs	From \$50,000/project	Included in the cost of use	Included in the cost of use	Included in the cost of use
Transaction costs	Free	0.15% transaction fee if not using Shopify Payments	Free	Free
Standard features	★★★★★	★★★★★	★★★★★	★★★★★
Advanced features	★★★★★	★★★★★	★★★★★	★★★★☆
Special features	★★★★★	★★★★☆	★★★★★	★★★★☆
Customizability	★★★★★	★★★★★	★★★★★	★★★★★
Scalability	★★★★★	★★★★★	★★★	★★★★★

Quick Comparison Table between Shift4Shop, Shopify Plus, Adobe Commerce

Certainly, when transitioning platforms, businesses will face challenges such as conversion costs, training time for personnel on the new platform, and potential data loss during the transition.

3. Choosing development resources

To build a professional and sophisticated eCommerce website, businesses need to choose suitable resources for project implementation. Typically, there are two main choices: building an in-house team or collaborating with a professional development partner. Regardless of the choice, expertise and practical experience in the chosen platform are crucial.

When deciding to build an in-house team, businesses need to recruit and train IT and eCommerce personnel with knowledge and practical experience on the chosen platform. This may require a significant amount of time and financial resources to build the right human resources. However, this helps businesses have better control over resources and the ability to make adjustments, developing the website system according to requirements.

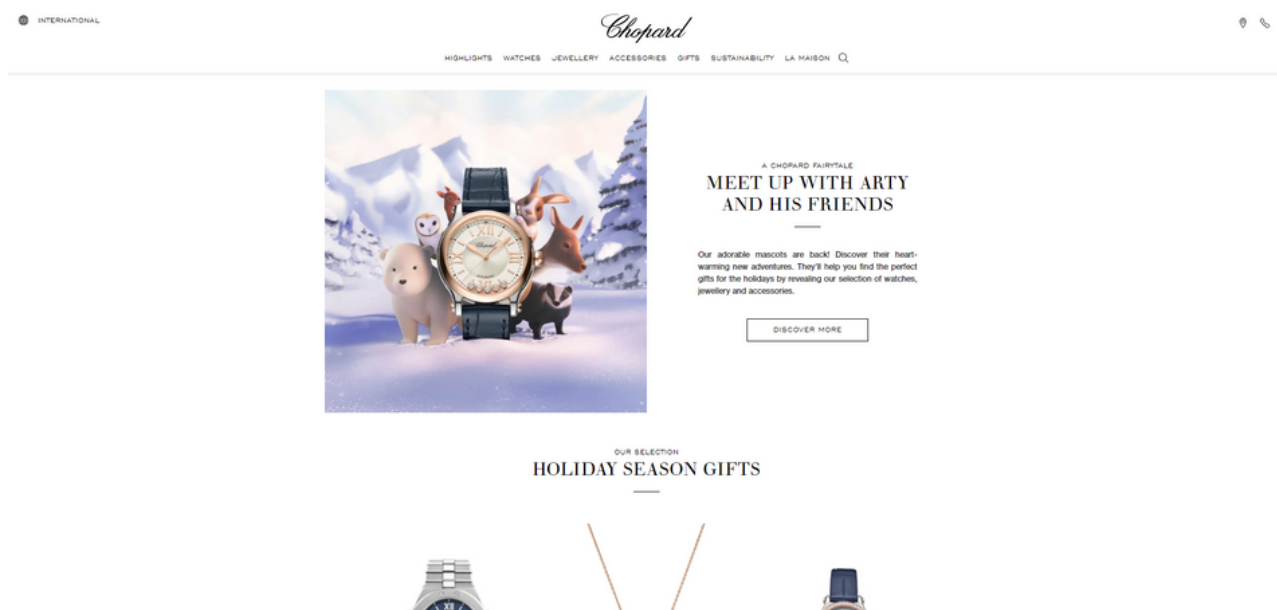
Another option is to collaborate with professional development firms. In this case, businesses need to seek partners with extensive experience in eCommerce, a professional team, clear work processes, and the ability to handle complex projects. Collaborating with specialized units will help businesses learn and accumulate more experience, as well as develop an eCommerce website suitable for the specific characteristics of the jewelry industry.

Businesses can use a development partner at the early stage, then build an in-house development team when they have a clear understanding of technical requirements, specific work processes, and project development strategies. Therefore, the choice between building in-house resources and collaborating with a development partner depends on the goals, resources, and specific requirements at each stage of the business.

4. Redesigning website interface

During the platform transition, businesses may decide to keep the current interface of the website if the brand believes it still aligns with the strategy and the new platform. However, many businesses often choose to redesign the interface to ensure that the eCommerce website reflects the correct business strategy and the new platform.

Similar to the previous stage, businesses have several options when designing the eCommerce website interface: using ready-made themes on the market, customizing themes, and designing a unique theme.



Chopard eCommerce Website Interface

In the jewelry industry, customizing or designing a unique interface is often prioritized to showcase the uniqueness and sophistication of the products. However, the final decision should be based on the business strategy and resources.

5. Platform Transition and Data Migration

After choosing a suitable platform for the transition, redesigning the system and platform migration are crucial. This requires a high level of expertise from solution architects to design a system that can address the challenges the business is facing and guide the system to align with the long-term development journey and business model.

Additionally, data migration needs to be carried out carefully to limit data loss or errors for the business. Typically, data migration is automated as much as possible to avoid potential errors.

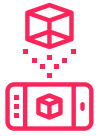
The platform transition process includes several steps:

Analysis of Current State	Detailed assessment of the current system, including the database, interface design, integrations, and any custom options that have been implemented
Modeling	Create a detailed data model, identifying source and destination systems, data formats, and data structures to clearly visualize how data will move. This aids in developing the most suitable conversion plan
Conversion Planning	Develop a detailed plan for the conversion process, covering timelines, resources, and participants involved
Data Integration and Migration	Extract data from the old system and record it in the new system, including information about products, orders, customers, and other relevant data. Common conversion methods include data file import/export, manual conversion, and automated conversion
Testing and Quality Assurance	Conduct comprehensive testing to identify and rectify errors, ensuring that the conversion is carried out according to the plan, the system operates smoothly and securely, and all data is transferred fully and accurately

6. Upgrading system functionality

In addition to basic functions, at this stage, businesses should focus on building more complex system functionalities, including advanced and industry-specific features for the jewelry sector.





Virtual Try-On: Integrate AR or VR tools to allow customers to visualize how jewelry items will look when worn



Wishlist: Enable customers to save favorite items for future reference, encouraging revisits and conversions



Product Recommendations: Utilize artificial intelligence (AI) technology to deploy product recommendation tools based on customer behavior and preferences



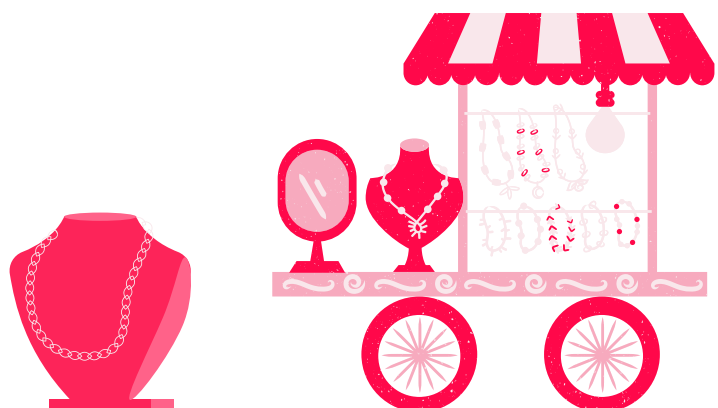
Loyalty Program: Establish a loyalty program to reward frequent customers with discounts, exclusive offers for new collections, and other incentives

Moreover, businesses need to continually monitor and update functionalities to meet user expectations and keep up with market trends.

7. System operations & maintenance

Operating an eCommerce system is an ongoing process that businesses must undertake to ensure the system functions smoothly and efficiently.

This process includes the following crucial tasks:



Resource Management	This involves monitoring and managing essential resources such as server hardware, application software, data, and IT personnel. This ensures that the system is provided with sufficient resources to operate smoothly
Process Management	Ensuring that all system operation processes are carried out efficiently. This can include processes for new development, deployment, daily operations, and regular maintenance
Incident Management	For any system, incidents can occur. The incident management process involves identifying the cause of the incident, promptly and effectively resolving it, and establishing preventive measures to avoid similar incidents in the future
Change Management	When there are changes in the system, change management ensures that the impact of these changes is carefully evaluated. Implementing changes must be done safely and effectively to avoid unintended issues

In addition, continuous care, maintenance, updates, and upgrades of the website system are crucial for a business to maintain sustainable growth and adapt quickly to changes in the eCommerce market, especially in the jewelry and gemstone product sector.

8. Implementing growth strategies

After a period of operation, businesses should shift their focus to eCommerce marketing strategies or omnichannel strategies to boost the sales of jewelry products.

Omnichannel implementation involves setting up a seamless sales, marketing, and management system through various channels, including the website, social media channels (Facebook, Instagram, Zalo, TikTok Shop), and eCommerce platforms (Shopee, Tiki, Lazada, Sendo) to optimize the customer experience and enhance business efficiency.

Building a comprehensive marketing strategy and plan based on key channels of eCommerce marketing such as content marketing, SEO/SEM, email marketing, and affiliate marketing to achieve rapid sales growth.

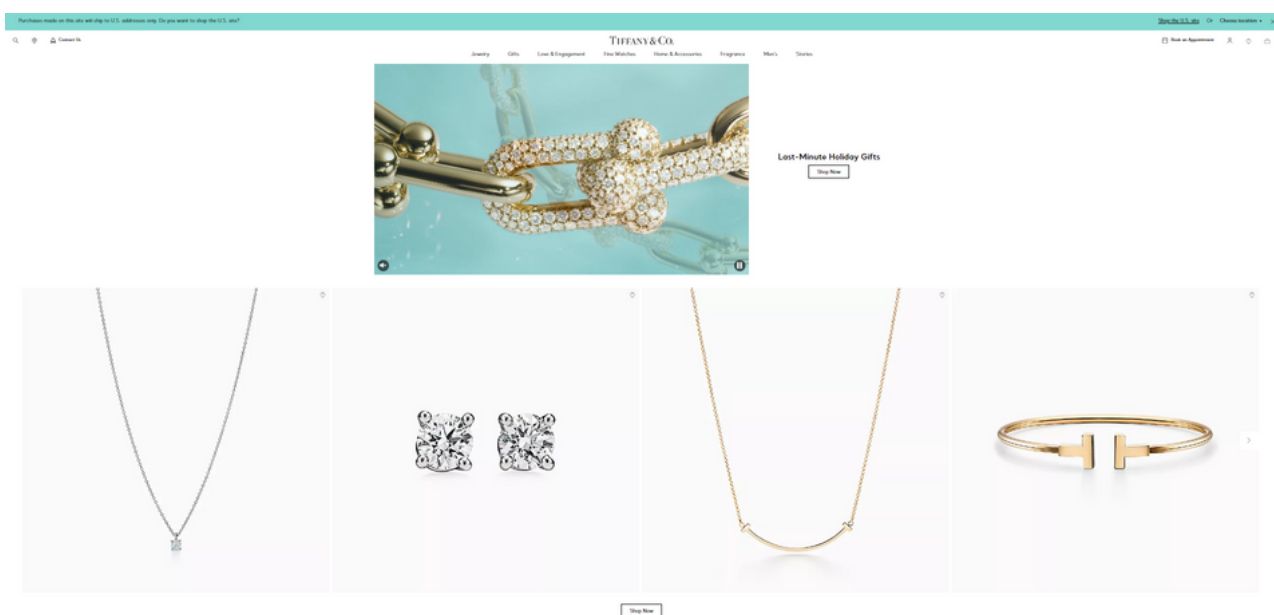
5 | CASE STUDY

Some jewelry brands have successfully implemented eCommerce, achieving unexpected success in the market, such as Tiffany & Co., Catbird, Missoma, and PNJ. The common characteristics of these brands lie in their comprehensive eCommerce websites, catering to the shopping needs of customers.

1. Tiffany & Co. (USA)

Tiffany & Co. is a high-end jewelry brand based in New York, USA, established in 1837 by jeweler Charles Lewis Tiffany. The company adopted eCommerce early on and has become one of the world's largest online jewelry retailers.

- **Website:** <https://www.tiffany.com/>
- **Platform:** Adobe Commerce
- **Traffic:** 3.9 million/month
- **Ranking:** 3,859 (USA) & 15,330 (Global)



Tiffany & Co. (USA)

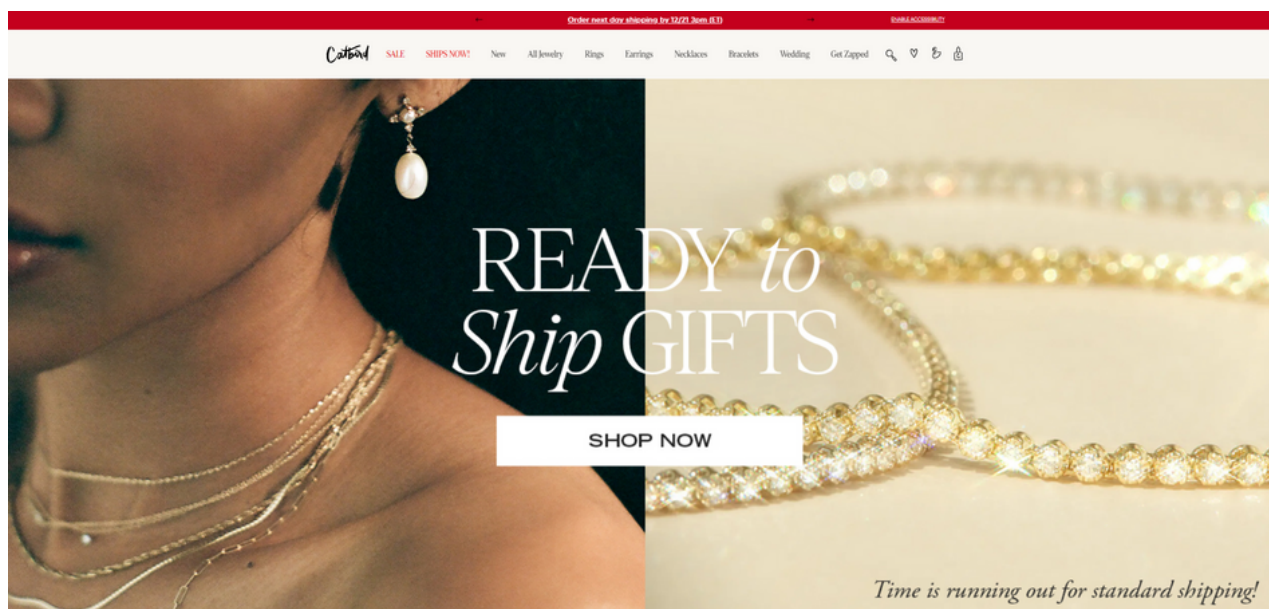
Tiffany & Co.'s eCommerce website is built on the Adobe Enterprise Cloud platform, enabling the business to provide superior flexibility and scalability to meet customization needs and long-term development goals.

Utilizing resources from the leading eCommerce platform [Adobe Commerce](#), the company has employed Adobe Experience Platform Launch, Adobe Target, Adobe Experience Platform Identity Service, etc., to offer customized and personalized services for their jewelry products.

2. Catbird (USA)

Catbird is a high-end jewelry brand established in 2004 in New York City, USA. The brand is known for its sophisticated and artistic designs, crafting products from various materials, including gold, silver, and gemstones.

- **Website:** <https://www.catbirdnyc.com/>
- **Platform:** Magento Open Source
- **Traffic:** 487.6K/month
- **Ranking:** 20,501 (USA) & 95,772 (Global)



Catbird

Catbird's eCommerce platform is built on Magento Open Source, providing excellent flexibility that allows the brand to incorporate a range of enhanced features for a smooth and rich shopping experience for customers.

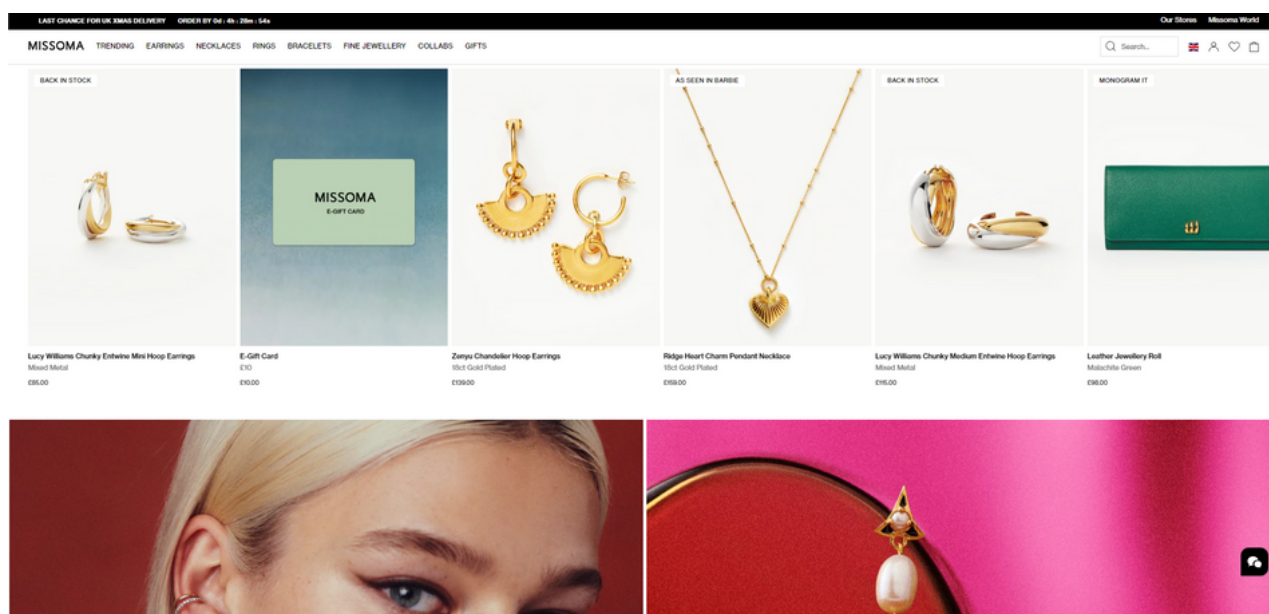
Some notable features on Catbird's eCommerce website include product search and filtering, product size selection, personalized jewelry customization options, and automatic currency conversion based on the user's IP.

Additionally, the Catbird website has a 'Web Accessibility' feature that allows customization of website accessibility, including adjusting viewing modes for users, modifying content size and margins, changing interface colors, and more.

3. Missoma (USA)

Missoma is a jewelry brand based in London, UK, specializing in contemporary, refined, and personalized gold and silver recycled jewelry. The brand features numerous standout jewelry collections, including those by Lucy Williams, Harris Reed, Savi, Zenyu, Molten, and more.

- **Website:** <https://www.missoma.com/>
- **Platform:** Shopify
- **Traffic:** 677.9K/month
- **Ranking:** 41,016 (USA) & 71,199 (Global)



Missoma (USA)

Missoma's eCommerce website design reflects the sophistication and minimalism characteristic of the jewelry industry. The website is built and developed using Shopify, allowing easy integration with various third-party applications to enhance the shopping experience for customers.

Some notable features of Missoma's website include integration of diverse payment methods, including Buy Now Pay Later with Klarna, automatic currency conversion based on the user's IP, product filtering based on material and size, and integration of The Rewards Stack loyalty program.

4. PNJ (Vietnam)

PNJ, or Phu Nhuan Jewelry, is a reputable jewelry brand with a long history and an extensive network of stores across Vietnam. It was established in 1988 in Phu Nhuan District, Ho Chi Minh City, Vietnam.

- **Website:** <https://pnj.com.vn/>
- **Platform:** PHP programming language
- **Traffic:** 1.5 million/month
- **Ranking:** 609 (Vietnam) & 31,342 (Global)



PNJ (Vietnam)

Initially, the PNJ eCommerce website was built on the [CS Cart](#) platform. As the business grew, PNJ transitioned to using the PHP programming language to design its own eCommerce website.

As a result, PNJ's website boasts several outstanding features, including integration of various payment methods, product size selection, store search by province/city and district, and options for home delivery or in-store pickup.

SECOMM | FULL-SERVICE ECOMMERCE SOLUTION

SECOMM is a full-service eCommerce solution provider, developing bespoke suits that work in any complex system. Working with creativity, self-motivation, and responsibility, we accompany businesses in digitalizing your market for long-term growth.

6⁺
COUNTRIES

9⁺
YEARS OF
EXPERIENCE

25⁺
PARTNERS

50⁺
CLIENTS

250⁺
CUSTOMIZED
PROJECTS

DEEP-DIVE ANALYSIS



We conduct in-depth analysis to deepen every small stuff of your business, from business challenges, industry-particularly to domestic market issues, to thoroughly approach your business needs.

UNMATCHED EXPERTISE



For nearly ten years as technical experts, we have worked with plenty of complicated projects in both home and foreign markets, which were great opportunities to strengthen our valuable capabilities.

BESPOKE SUIT



A comprehensive business approach is the best way to develop fully-tailored solutions standing out from the rest that work in any complex system.

QUALITY-FIRST



Long-term growth is our criterion. We deeply understand quality helps businesses stay sustainably in the market. We think our tailor-made solutions with quality-first are ultimate for your business.

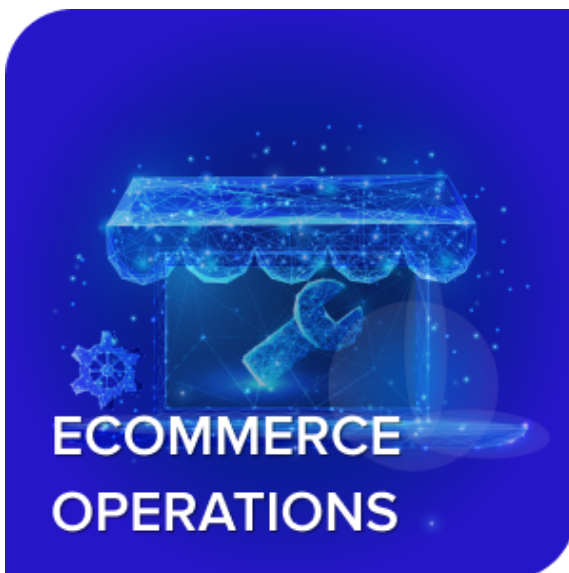
● ECOMMERCE SERVICES



We offer consulting services on technology and dedicated resource development solutions to build a bespoke eCommerce strategy for every business.



We leverage our diverse experience across various cutting-edge technology platforms to create robust and stable eCommerce systems.

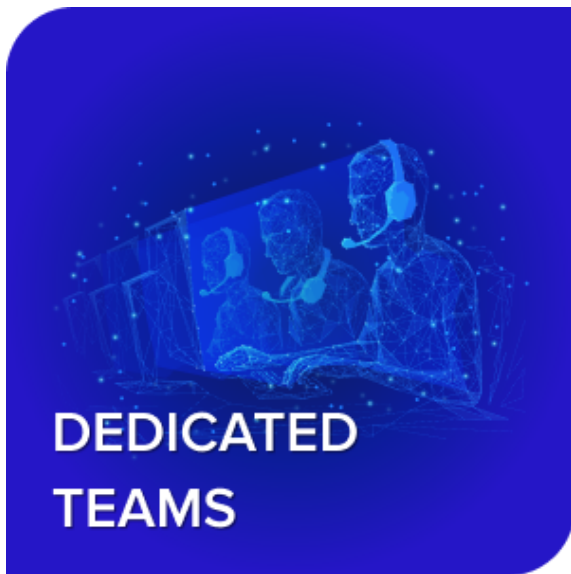


As your dedicated partner, we strive to provide ongoing maintenance and updates for your systems.



Provide Marketing solutions to help businesses increase visibility, attract customers, and boost conversion rates.

OTHER SERVICES



Build and provide a dedicated team to support businesses in successfully deploying and developing projects.



Implement business systems from Offline to Online to help businesses quickly catch up with the continuous development of the market.



Implementing websites with content management support to position the brand in the online market.



Suggesting, integrating, and deploying tracking and analytics solutions to comprehensively monitor the business system.

CLIENT



FEATURED PROJECTS



From B2C to a sustainable e-commerce platform with the 'Buy Now Pay Later' model using Magento

Australia, USA, New Zealand



Developing a high-end wine shopping website for iShop Changi Wines with a focus on handling high traffic

Singapore



Upgrading the system of two B2B toy e-commerce websites from Magento 1 to Magento 2

Australia



Platform migration and setting up an e-commerce website for a leading Australian wine manufacturer

Australia



Rebuilding a grocery e-commerce website in a D2C model using the Magento 2 platform

Hong Kong



Developing an online wine retail website in the first collaboration project with Annam Group

Vietnam



A Remarkable Transformation of the Dairy Giant with Shopify Plus and Headless Commerce Architecture

Vietnam




Upgrading the Magento 1 system to Magento 2 to meet the expanding business scale of Rodshop

Australia



The next project with Annam Group - Developing a retail website for the Annam Gourmet Market grocery store chain.

Vietnam



Developing an online ticket booking system for tours at the 88-story Eureka Tower in Melbourne

Australia




Building and optimizing the performance of BCP - a business connectivity and trade promotion platform for B2B

Vietnam




Developing successful application solutions for Kuehne+Nagel

Global



How Shopify Plus Catapulted Suzuverse Into The Big League?

Vietnam



Building an eCommerce platform in Australia with Magento 2 (now Adobe Commerce)

Australia



Building an eCommerce system for the B2B model

USA

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