

*On the way to  
the USA*



MAISON  
TOURNAIRE

Presented By PAILLET Elise & AVCI Elanur





# *Table of* CONTENT

*1. Introduction*

*2. Internal &  
external Analysis*

*3. Market targets*

*4. Competitors*

*5. Communication*

*6. Marketing  
strategy*





# 1. *Introduction*

## NEW JERSEY

- **High Affluent Population**
- **Proximity to Major Markets**
- **Tourism**
- **Diverse Demographics**

## *2. Internal Analysis*



## *2. Internal Analysis*

**Limited product  
range**

**Dependence on  
the high-end  
market**

**Weaknesses**

**Relatively small  
size**

**Limited online  
presence**

**Growing demand  
for luxury goods**


**Growing popularity  
of personalized  
jewelry**

**Rising interest in  
sustainable and ethical  
production**

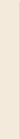
## *2. Opportunities*

**Evolving marketing  
landscape**

# *External Analysis*



**Competition from  
established luxury  
brands**



**Counterfeiting and  
imitation**

***2. Threats***

**Fluctuations in gold  
prices**

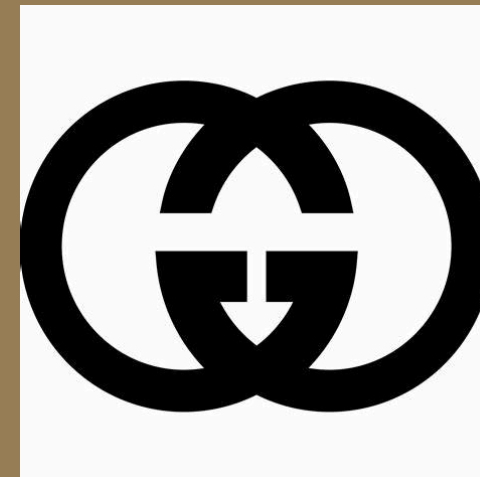
***External Analysis***

# 3.MARKET

## *Targets*

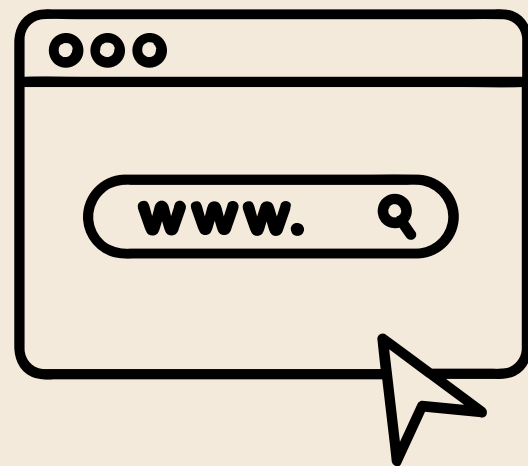


## *4. Competitors*



## 5. COMMUNICATION

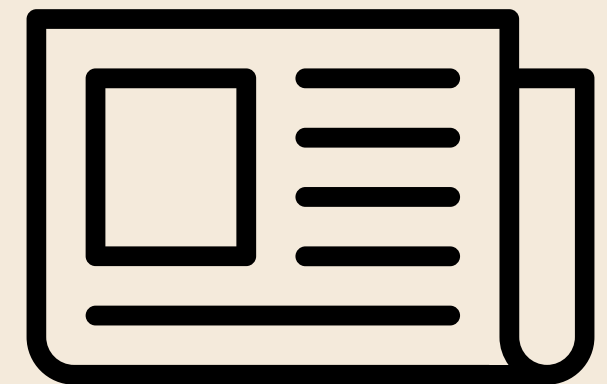
Digital  
Campaign



Social  
Media



Press  
releases



## 5. COMMUNICATION

Innovation

Responsability

Attention to  
others

## *6. Marketing Strategy*



**50 000\$**

**Retailers**



*Thank You for your  
attention*

---