



# Mireya

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DIAMOND EXPRESSIONS

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# WHO IS MIREYA?

Having over 50 years of industry expertise and a strong presence in every stage of the diamond pipeline, from sourcing to the creation of finished jewellery, our primary focus is to cater to our retail partners.



Mireya offers 360-degree business solutions which guarantee:

- ◆ To simplify operations
- ◆ To Increase profitability
- ◆ To ensure a competitive advantage.



# RESEARCH

Being centred in the heart of the London Diamond District, we understand that every retailer is diverse.

To fulfil the needs of our retail partners as well as help them grow further we are in-depth with our research to figure out the right solution for you.



## ◆ MARKET RESEARCH

We complete in-depth research and analysis to identify everything from what your biggest pain points are to your local competitors.

## ◆ PRODUCT RESEARCH

We go that extra step to evaluate your current offering and identify the gaps and supply a tailored product offering based on our research.

We offer a range of product solutions to compliment your offering in order to help you grow that one step further.

## 1 BRANDED SOLUTIONS

Natural Diamond Solution



Lab-Grown Diamond Solution



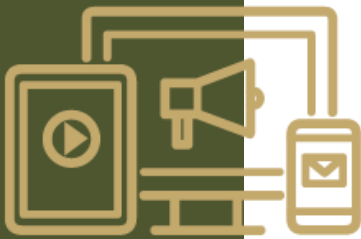
## 2 PRIVATE LABEL

Mireya creates an entire range for your store, which can be sold under your retail name.

## 3 BRAND LICENSING

Mireya will do the groundwork of the market and product research and build a range under the guidelines of the prospective brand. Offering everything from tailored marketing solutions to how to hit the right RRP.

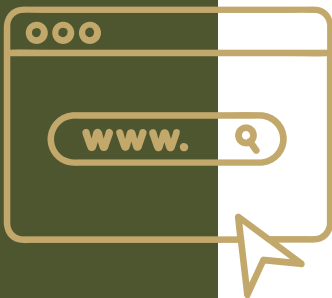
# BRANDING & MARKETING



1

## JOINT CAMPAIGNING

Support in the launch of campaigns for our retail partners



2

## WEBSITE INTEGRATION

Integrating our website onto yours, to provide seamless product transfer and stock availability.



3

## MARKETING COLLATERALS

We collaborate with our retail partners to create custom marketing materials, for both online and offline use. We start right from the photoshoots all the way to social media posts.

# VISUAL MERCHANDISING

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## DISPLAYS

Through our multiple product solutions we offer different types of displays to compliment the offerings..

We offer:

- Chiffon Bridal Lounges.
- Window Displays.
- Showcase Displays.
- Ring boxes- *a great selling tool!*



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## JEWELLERY PACKAGING

Jewellery packaging is designed to compliment our product solutions and enhance the overall brand experience for consumers.

We want to make ensure a seamless process for our retailers.





# SALES TRAINING



1

## MANUALS

In-depth manuals which cover information on how to train your employees to make the best out of any of Mireya's offering.



2

## TRAINING

We offer a range of training opportunities alongside our manuals as well as any way that your team may need support.

- 1-1 Training.
- Group Training.



# AFTER SALES

We provide a comprehensive array of support services to ensure our partners have the resources and expertise they need.

We are dedicated to providing tailored advice, guidance, and solutions to meet each retailer's individual needs.



WARRANTY



REPAIRS



RETAIL SUPPORT

# DATA ANALYTICS



Mireya analyses your sales reports and extracts key insights to provide tailored business solutions.


We identify key patterns and trends that can best inform future decisions, to highlight any opportunities for growth, and optimise any unsold stock.



We want to ensure that your business can gain a competitive advantage by providing insights that lead to better decision-making and improved performance.

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