

Marketing Fundamentals

Assignment 1

Blog Post

Student Name and Number: Diana Alexandra Cadere 1818043

Moodle Name: Marketing Fundamentals

Moodle Code: LCBB4004

Assessment: Assignment 1 - Blog

Lecture`s Name: Dr. Tushara Belendran

Table of content

History and Background of Pandora	3
Pandora Products	5
Pandora Prices	10
Pandora Paces	13
Pandora Promotions	15
References	19

History and Background of Pandora

It all started 30 years ago. In 1982, in the modest surroundings of Copenhagen, Denmark, the Danish jeweller Per Enevoldsen and his wife, Winnie, set up a jewellery store that would one day become PANDORA.



Winnie Liljeborg



Per Enevoldsen

From the beginning, the two travelled frequently to Thailand in search of imported jewellery. As demand increased, they gradually turned to wholesale sales to customers in Denmark.

In 1987, after several years of successful wholesale sales, retail activities were discontinued and the company moved to a larger space.

In the following years, PANDORA quickly expanded its market presence, moving from a Scandinavian platform to an international marketing and sales platform, controlled mainly by third-party distributors and strong production capacities in Thailand.

In order to increase its production capacity, in 2005, PANDORA opened a large, six-storey, wholly-owned six-storey factory in Thailand, which is still a central part of production and current infrastructure. In August 2008, a second factory was opened in the same area, and in 2010, the third and fourth factories will be opened in the same area, which led to the consolidation of our environment, unique production.

PANDORA uses and manages a vertically integrated business model, from in-house design and production to global marketing and direct distribution in most markets. The products are

sold in over 100 countries on six continents, through over 7,700 outlets, including about 2,600 concept stores.



PANDORA's mission - then and now - is to offer women around the world a universe of high-quality, hand-finished, modern and original jewelry at affordable prices, which encourages them to express their personality. Every woman has her own story - a personal collection of special moments that make them what they are. That is why we celebrate these moments. That is why we believe that these moments are unforgettable.

Pandora Products

Today, PANDORA is present on all six continents and, like many other global brands, we face attempts to counterfeit our products and identity. It is illegal to sell counterfeit products. However, there are many cases of counterfeiting of PANDORA products, and those who illegally use the brand image benefit from PANDORA's worldwide fame and success.

Therefore, we have protected our intellectual property rights by all possible means, including global surveillance, registration and control of programs, to ensure that the PANDORA product is authentic and meets high quality standards. At the local as well as international level, we act in all possible ways to stop the counterfeiting of our products, we believe that our efforts will reduce the number of frauds that are intended to mislead the authenticity of PANDORA jewelry.



PANDORA provides a universe of modern, hand-finished jewellery made of genuine 925 silver or 14k and 18k gold materials with diamonds, freshwater cultured pearls, glass and wood.

Even if we make every effort to ensure that our jewellery is easily identifiable by specific markings, it can be difficult for consumers to identify PANDORA products and differentiate them from their copies.

Even if the presence of the markings on the locks does not guarantee authenticity, searching for these markings is one of the first steps that must be taken to ensure that the products purchased are in fact genuine PANDORA products.

Check the manufacturer's brand to identify the origin of the jewellery:

On PANDORA products that have enough space on them, starting with 2008, you can see the company's trademark - the letter "O" with a crown. As an exception, some PANDORA products may not have that logo due to their small size. In addition, on our jewellery you can find the company's distinctive inscription, "ALE". It is also a registered trademark of PANDORA, dating from the initials of Algot Enevoldsen, the father of PANDORA founder Per Enevoldsen.



Inscription present on Pandora Jewellery

The distinctive marks mentioned above should be found on all original PANDORA products. Some countries require other specific brands for jewellery, and PANDORA provides these stamps in addition to the original stamp.

Check the quality mark to determine the purity of the metal:

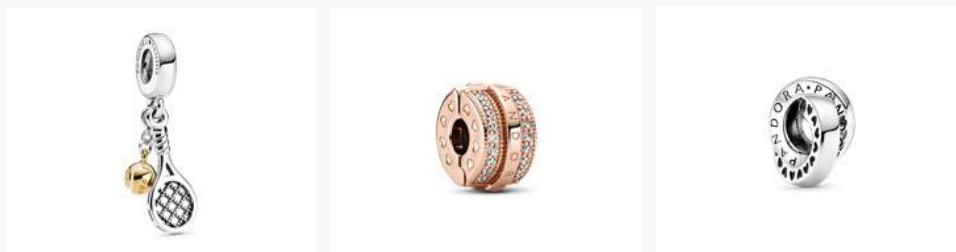
The term "quality mark" is the standard term in the United States and the equivalent of the "hallmark" in the United Kingdom and "finesse mark" in Denmark. In PANDORA we mark our jewelry with stamps that indicate the purity of the metal and that guarantee that the metal is authentic.

All our 925 silver jewelry is stamped with the letter "S" from silver, to which is added the guarantee of purity of silver: S925 (92, 5% pure silver).

All our gold jewelry is stamped with "G" gold, to which is added the gold purity guarantee: 14kG585 (58.5% pure gold) and 18k: G750 (75% pure gold).

Quality marks in PANDORA jewelry prior to June 2011 contain only numbers, not letters.

Charms



From subtle and truly imposing styles, talismans include a range of finishes and shapes. The collection of delicate and popular motifs includes cute animals and delicate flowers, reaching to symbols of love and luck and expressions of everyday symbols.



Adorned with brilliant stones and crystals, impressive diamonds, shiny glass and enamel in intense shades, each moment has a corresponding talisman. Place your favorite talismans on the bracelet of your choice to create your own look that represents your own personality and special moments in life.

Rings

Inspired by nature, geometric shapes and classic treasures, the elegant rings are hand-decorated with shiny stones, colourful enamel and captivating crystals. And they are decorated with cut hearts and milgrain beads. From gorgeous statement rings to simple overlapping rings, feminine models for day and evening, you can create your own unique style with the help of our versatile range of rings.



Bracelets

The new unique mix of metals plated with gold - 14k solid gold, rose gold, silver and colorful leather bracelets will set you apart from the crowd and are decorated with shiny stones, vibrant enamel and engraved messages.

Finished with functional details - from the iconic logo on locks to heart-shaped locks and twist-and-push buckles - the bracelet designs can be worn individually or together to create wonderful looks and timeless styles.

Match and combine the bracelets with the talismans to express your unique story and personality.



These are just a few bracelet designs, but for more designs and combinations you can visit the official Pandora website.

Necklaces and earrings

Also in the Pandora collections we meet the Pandora necklaces and earrings that can be included in a space package that could surprise any lady who prefers the luxurious sets that attract all eyes. But these can also be purchased separately. Like all our products, they can be made of silver or different types of gold, combinations of these, but also together with our charms.

Below are just some of our products.



Pandora Prices

We have presented some of our products above but by visiting the official website you will be able to find more products that will surely satisfy any desire you have.

But in addition to a wide range of products, the Pandora team also offers prices tailored to any person. We have luxury products for more sophisticated people, but we also have products that can be purchased for everyday people. We have promotion on different products to help people do the best surprise for a special person.

So below you have presented only a part of our prices. (Visit our official site Pandora)

Bracelets



Family and friends Bracelet- £245.00



Pandora Double Black Leather Bracelets

£45.00

Chams



2020 Anniversary Love You Dice - £80.00



Logo and Heart Charm – £25.00

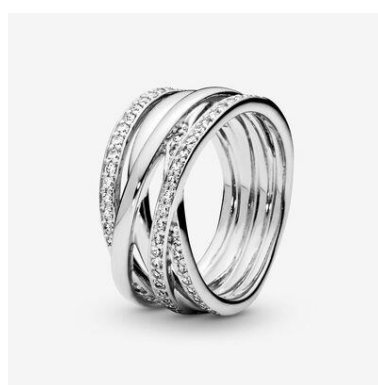
Rings



September Birthstone Ring
£40.00



Sparkling Seashell Ring
£45.00



Sparkling & Polished Lines Ring
£115.00

Necklaces



Sparkling Infinity Necklace

£60.00



Elevated Heart Necklace

£70.00



Beads & Pave Necklace

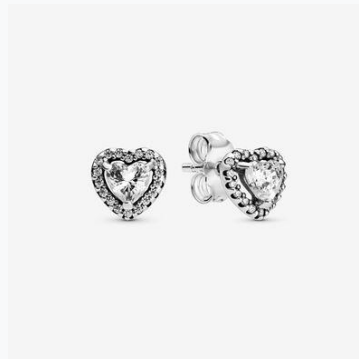
£100.00

Earrings



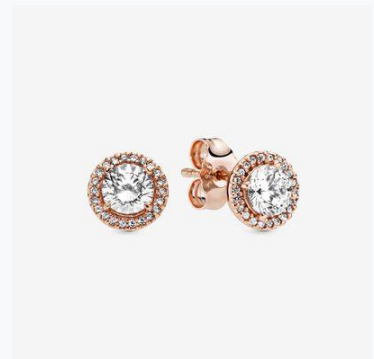
Family Tree Heart Earrings

£30.00



Elevated Heart Earrings

£55.00



Round Sparkle Halo Earrings

£70.00

As we presented above, we have products for all tastes of customers, and we are able to offer customized products to people who want to wear something unique that other people will not be able to wear. We do everything for our clients and their needs.

Pandora Places

Buy Pandora jewellery from authorized retailers:

Pandora products are sold to over 10,000 authorized retailers worldwide. By buying Pandora products from one of these retailers you can be sure of their authenticity. Many of these retailers have their own website and a few have online stores where you can buy authentic Pandora products. Use the Find a Store app to find the nearest Pandora retailer.



Pandora Store in Windsor, UK



Find a store App

The official websites of Pandora retailers:

The most frequent violations of products and brands occur online and sites that sell fake Pandora products come in all shapes and sizes. These products have a questionable quality and a precarious design. However, it is difficult to determine which of these sites are legitimate or not. They can use Pandora on their websites, use copies of official images and even have a link to our official website to convince consumers that they are official Pandora websites.

Pandora has two official websites, a corporate website, www.pandoragroup.com and a consumer website **uk.pandora.net**.

Pandora is also present on online platforms, including Facebook, the Pandora Club, the Pandora YouTube channel (<https://www.youtube.com/user/TheOfficialPandora>) and Pandora Magazine.

Pandora on eBay or other sites for sale

Pandora team does not authorize any of our retailers to sell Pandora jewellery on any of the sales sites and we can only guarantee the authenticity of our products if they are purchased through authorized Pandora retailers. If consumers want to sell Pandora products from their personal collection, they are not covered by the warranty and their purchase on the sales sites is at their own risk. If you question the authenticity of products or retailers, contact your local Pandora office or email our Brand Protection team at brandprotection@pandora.net.

Pandora will continue to fight against those who try to abuse our name or brand to sell counterfeit products and mislead our consumers, and the Brand Protection team maintains the highest standards of brand protection. But we also need your help.

As a consumer, you have the means to defend yourself and ask for your help in identifying and reporting sellers of Pandora counterfeit products.

If you find sites with sales, bazaars and advertising in stores, flyers or newspapers that sell counterfeit products or have difficulty determining the authenticity of products - please report the link and details to the brand protection department at brandprotection@pandora.net. We will make sure that we follow up on the complaint and take legal action if necessary.

Thank you and appreciate your help in protecting the Pandora brand and products.

Pandora Promotions

One thing is for sure: you can't expect to sell a product if people don't know about it, whether it's a new product or a long-launched product. In order to bring sales to our store, we prefer to use several methods to promote the products as efficiently as possible.

Our company tries to promote its products as efficiently as possible, and for this reason our marketing team frequently conducts opinion polls in order to identify which market to focus on. With the help of these surveys we can identify what kind of clients predominate in our portfolio, but because we want to capture as many types of people as possible, our team promotes both exclusive products and products accessible to all.

But the safest and most effective promotion of your products is to make price reductions at different times of the year.



Another method used to promote products is to correlate their jewelry with the image of celebrities worthy of shining in the spotlight. Over the years our company has collaborated with celebrities as well as Millie Bobby Brown – image of Pandora Me collection, Tess Daly – face of second collection of year 2016 and other more.

The best advertisement is and will always be the one offered by the people who decide to wear it, so the world can see a product of ours both on TV, events and on the street.



Jess Daly – face of second collection of Pandora Jewellery in 2016



Millie Bobby Brown- face of Pandora Me collection 2019

The passion of many celebrities who prefer to wear our jewelry has helped us enormously to promote our brand on a large scale both in the UK and in other countries and states around the world.



Maripier Morin



Elisabetta Canalis- Italian actress



Jennifer Aniston



Taylor Swift

These are only some examples of celebrities but the list is too long to be presented, so only with a short search on google or on different videos from youtube you will find a lot of information about Pandora and people that choose to wear our jewellery.

This year we celebrate the Pandora Moments talisman bracelet by celebrating you as voices that represent us. You have collected our talismans to express your personality for the last 20 years, and now please tell us the story of a memorable moment for the first time in your life. The first kiss, the first love, the first great achievement, the first moment that changed your life, maybe even a first loss ... a moment whose memory is associated with your favorite talisman.



Surprise your loved one and come to our stores to offer assistance and help in finding the perfect gift. The Pandora team is with you and for you and is able to do anything to fulfill your wishes - we are waiting for you in our stores.

References

1. Image adopted from <https://www.pinterest.co.uk/pin/536983955539342538/> , Accessed in 22.07.2020
2. Image adopted from https://www.zimbio.com/photos/Maripier+Morin/PANDORA+Jewelry+Partners+Celebrity+Couple/W3R_2Ojf0ep , Accessed in 22.07.2020
3. Image adopted from <https://freshnews.ro/2019/09/29/millie-bobby-brown-imaginea-colectiei-de-bijuterii-pandora-me/> , Accessed in 22.07.2020
4. Image adopted from <https://www.stylebistro.com/lookbook/Jennifer+Aniston/hV-l8VNmj18> , Accessed in 22.07.2020
5. Image adopted from <https://www.liljeborgfonden.dk/members/winnie-liljeborg/> , Accessed in 20.07.2020
6. Image adopted from <https://www.jewellermagazine.com/Article.aspx?id=234> , Accessed in 20.07.2020
7. Pandora Official Site, 2020, <https://uk.pandora.net/>
8. McCarthy, Jerome E, 1964, Basic Marketing, A managerial approach, Homewood, Accessed in 20.07.2020
9. Pandora, 2020, Our products – Pandora official site, Available on <https://uk.pandora.net/en/> Accessed in 20.07.2020
10. Pandora, 2012, The journey: Pandora history jewellery , Available on <https://us.pandora.net/en/discover/pandora-world/about-pandora/history/> , Accessed in 20.07.2020

Pandora Blog Report

In these assignment I presented the company Pandora from the beginning until these days, with all the products that they produce, prices that they have, places that we can find the jewellery and how they promote them self. All these are presented like a blog, a personal blog.

There are many dictionary definitions for the word “pandora”. Or “pandora”. Some refer to Greek mythology and the first woman created by the gods, others tell us that it is a musical instrument used in the sixteenth and seventeenth centuries.

Beyond mythology and dictionary pages, Pandora is also the name of a jewelry brand, which has become known around the world, especially in recent years.

Pursuing a non-aggressive expansion strategy locally, with a large number of stores operated directly by the company and others together with partners in several cities in the country and abroad, Pandora has already outlined its plans by 2024.

Pandora is a brand – it is a name, sign or symbol used in identifying the products or services of a manufacturer and used to differentiate it from the competition.

While many people appreciate the brand as a logo, as a brand, it needs to be specified that the brand is something more than these. A brand includes consumer confidence and loyalty. The brand identity is described as providing security to the customer, and this perspective is beneficial. The brand gives people the measure of things – an indicator of their expectations and the assurance that promises will be kept.

Pandora uses a certain type of branding, namely family branding because it wants to promote a range of personalized products under a branding umbrella. This method is totally different from the personal branding that promotes each product differently.

Pandora Jewellery Company produces products from various materials gold, silver, metal, leather, precious stones and various materials, these being both affordable and expensive. But the surprise is that this company has a pricing strategy designed to facilitate consumer choices. The strategy used is high-low price strategy, namely when they launch a new product, they launch it at a price higher than the market rate to entice as many people as possible after which the price of the product will decrease so that it can be purchased by as many consumers as

possible. In this way, making an analysis, it will have a large number of products sold during a certain period / season.

Pandora uses the two distribution channels, namely the direct channel and the indirect channel. This means that the company sells the products through its own stores, through its own official website (direct channel), but also through other partners or retailers that deal with the sale of jewelry for different companies (indirect channel).

The promotion activity has a decisive impact on the efficiency of an organization's activity, respectively on the results of its activity. The specialists speak of several meanings regarding this concept. In a narrow sense, by promotion understand the effort made by an organization to-and this offer in a favorable light so as to sell as much and as quickly as possible.

In the exceptionally large sense, promotion can be equivalent to the entire strategy and communication activity of an organization. This vision is justified by the fact that any promotional activity aims at transmitting messages to a certain audience, or even to a wide audience, following from it getting an answer. This response is often an immediate reaction - such as purchasing a product, making a reservation or querying about an organization's offer, but it can also be a direct message to the organization, or changing a belief or even behavior target audience.

Product and price policies determine for a certain conjuncture developing the most suitable products at prices suitable for the organization's customers. This is not enough if the target audience is not convinced of this, is not well enough informed and is distrustful of the benefits that would have if they purchase that product at the proposed price. Also, the distribution channels developed by the organization will not be fully efficient if they are not known, and the intermediaries are not interested and eager to support the organization's offer. These problems, and many others, can be solved at least in part, through promising actions.

Pandora works with the help of the promotional mix that refers to the way in which various techniques are combined promotion: advertising, public relations, direct marketing, sales promotion (promotions), communication online and personal sales (sales forces). These need techniques complementary that taken together is a high efficiency of the promotion campaign.

Reflection

During the creation of this blog I managed to improve and develop new skills that will help me in the future in other projects.

First of all, I managed to improve my reading skills - now I have the ability to focus completely on what I read, better understanding the message I want to convey. On the other hand, another skill that I improve is to search for the necessary information and to interpret in my own way what I found and read.

At the same time, my computer skills are more and more strongly developed and now it is much easier and faster for me to complete a project or report that I am going to do.

My emotional intelligence is a skill that I have not encountered so far which is something new for me. I noticed that I was much more motivated to look for information and finish my project by the deadline.

After this work I have the ability to plan, organize and prioritize work in such a way as to make it much easier for me which led to the development of other skills, namely making decision and problem solving.

In conclusion, I can say that the realization and completion of this project made me be more responsible and more aware of the topic I have to do and to improve my skills that have been long forgotten.

References

- 1.Marilyn A. Stone, J. Desmond, 2006, Fundamentals of Marketing, Publisher: Taylor & Francis LTD, year 2006.
- 2.Julian Dent, 2011, Distribution Channels, Publisher: Kogan Page LTD, year 2011, Accessed in: 22.07.2020.
- 3.P. Kotler, G. Armstrong, M.O.Opresnik, 2017, Principles of Marketing, Publisher: Pearson Education LTD, 6 november 2017.
- 4.Bobo B. Schlegelmilgh, 2016, Global Marketing Strategy: An Executive Digest, Publiser: Springer International, 02 march 2016.