

The story of PANDORA

Student`s Name: Diana Alexandra Cadere 1818043-group leader

Rebeca Florentina Cazan 1818048

Sorin Haghiac 1818299

Izabela Cristina Antonescu 1817787

Loredana Forosigan 1816249

Moodle Name: Marketing Fundamentals

Moodle Code: LCBB4004

Assessment: Assignment 1 – Blog

Moodle Lecture Name: Dr. Tushara Belendran

Title of content

History and Background (Izabela Cristina Antonescu).....	3
Pandora Products (Diana Alexandra Cadere).....	6
Pandora Prices (Sorin Haghiac).....	11
Pandora Place (Loreda Forosigan).....	14
Pandora Promotion (Rebeca Florentina Cazan).....	17
References.....	19

History and Background

The Story of Pandora is a story about a Danish brand that succeeded in a few years with distinctive jewelry that is now sold in over 100 countries.

We design, manufacture and market hand-crafted jewelry made of high-quality materials and sold at affordable prices. Our jewelry is sold on more than 100 countries around the world, on six continents through around 7.800 points of sale.

The brand was founded in in 1982 in Copenhagen, Denmark.



The shop where all started.

The early years: 1982-1999

It all started in 1982 in a small jeweler's shop in Copenhagen, Denmark, where Pen Enevoldsen and his wife Winnie began the journey of creating Pandora.



Founders of Pandora: Pen Enevoldsen and Winnie.

In 1987, after several successful years the brand moved to bigger premises.

In 1989, the company decided to manufacture their jewelry in Thailand.

Current years: 2000-2011

In 2000, our charm bracelet was released on the Danish market, following a great success we began to expand internationally first in United States, Germany and Australia.



In the following years we opened a six-story fully-owned manufactory facility in Thailand.

Today

We are still very committed to provide our customers great quality jewelry at affordable prices and modern pieces. Also, we are inspiring women to be unique and express their personality.

Pandora is known for the individually crafted charm designs made of silver, gold, gemstones and glass. They are highly appreciated by the customers who collect the pieces to make their own personalized creations. (Forbes,2011)

Pandora vision statement

From the beginning to the present-day Pandora's mission is to offer women across the whole world good quality, modern, hand-finished and unique design jewelry products at affordable prices and also, inspiring women to express their individuality.

Pandora's values are passion, pride and performance.

Pandora Products

As part of our goals, we want to make sure that our customers and consumers get as much information about our products and how we supply and produce them.

Over the years our goal has been and is to satisfy all the demands of our clients. We know that fashion and tastes change from year to year and for this reason our marketing experts do periodic research to understand the wishes of our customers and to keep their focus on our products.

Our motto “We give a voice to people’s love” is one that fully characterizes us because we believe that love is in small things.

Because there are many designers who create pieces that are similar to our products, it can be difficult for people to determine whether our jewelry pieces are genuine and not just cheap or fake copies. Below we show you how you can differentiate our authentic products from the failed ones.

The Maker’s Mark

The mark of a manufacturer is represented by a stamp that identifies the origin of a particular jewelry. with the exception of the smallest pieces, most of our jewelry is printed with the letters "ALE", which is the name of the founder of PANDORA, Algot Enevoldsen.



The Quality Mark

Nearly all our sterling silver jewelry is stamped with “S925.” The “S” stands for silver and the numbers represent the silver purity in parts per thousand (92.5% pure silver).

All our gold jewelry is stamped with a capital “G” and its gold alloy purity is also listed in parts per thousand. For 14K jewelry, the stamp will read G585 (58.5% pure gold). For 18K jewelry, the stamp will read G750 (75% pure gold).



Our charms, bracelets, rings, earrings, necklaces and pendants give women a way to express the many facets of themselves.



Rings



Charms



Bracelets

Our Products

Earrings



Necklaces



Gifts



We have different tips of **Charms** like:



These types of charms can be used in two different ways. These can be attached to a lovely chain all from the Pandora product range but also to the wonderful Pandora bracelets where you can attach your favorite pendants or representing the person wearing it.

These can be made of both silver and white or yellow gold (upon request), which is why our personnel when taking the order listen carefully to the client's requirements in order to identify their preferences.

Bracelets and Necklaces:



Bracelets

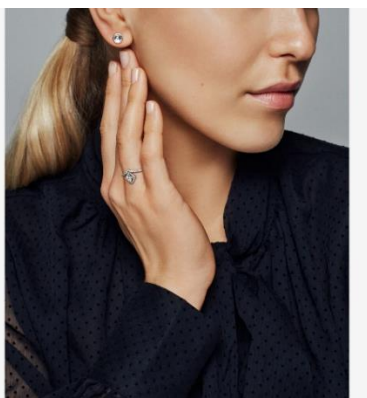
Pay tribute to timeless bonds with this lariat bracelet in sterling silver or white and yellow gold. The polished piece is designed with oversized links and a knotted heart centerpiece. For wear without charms, the heart-embellished toggle glides through the largest link to open and close.



Necklaces

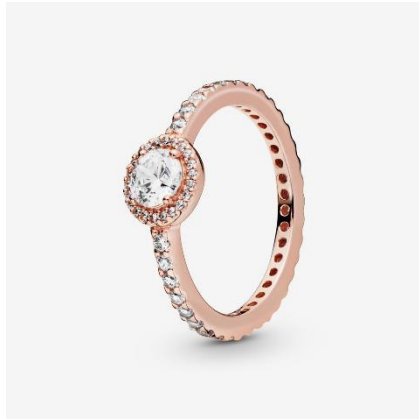
No jewellery collection is complete without a simple versatile necklace that can be worn by itself or accessorised with your favourite pendants. One of the most essential pieces for any wardrobe, our sterling silver necklace features a sliding clasp, flat interlocking chain links and a dangling curb chain.

Or rings:



Bring the simplicity of modern sophistication into your style with jewelry that blends minimal design with a hint of vintage inspiration.

Our sterling silver ring with sparkling cubic zirconia brings a twist on the classic wishbone shape with a larger, statement clear stone nestled within the crux of the wishbone apex, making it a unique and striking addition to your everyday silver ring collection.



This timeless, hand-finished halo ring is crafted from rose-hued metal, set with radiant clear stones. The gorgeous blush tones of PANDORA Rose heighten its exquisite vintage expression.

Pandora Prices

Being on a competitive market, Pandora's goals is to offer the best prices for the products as well with the best quality there is. To achieve that the marketing department is always trying to be one step ahead of the competitors with promotions sales and price cuts for the products they sell, this way they try to gain the loyalty of the customers and at the same time to improve the loyalty of the brand. Thru the years, Pandora by conducting different types of research they achieved to find out the clients needs and expectations and at the moment there can be found a large variety of jewelries and accessories with various models, colors, and types. Adapting to people's needs Pandora is offering huge discounts, promotions for different types of accessories like rings, necklaces, bracelets and many other.



Sparkling Square Halo Stud earrings

~~£50.00~~ £25.00



Loved Script Bracelet

~~£70.00~~ £25.00



Pandora Locket Logo Necklace

~~£200.00~~ £115.00

Different types of pricing is helping Pandora to be flexible, but at the same time to be in the market using penetration pricing which is used by businesses to attract customers to a new product or service by offering a lower price during its initial offering. The goal of a price penetration strategy is to entice customers to try a new product and build market share with the hope of keeping the new customers once prices rise back to normal levels. Penetration pricing examples include an online news website offering one month free for a subscription-based service or a bank offering a free checking account for six months.

Pandora Place



Pandora store in Windsor uk

Pandora unveils new store concept in Birmingham (see image).



Founded in 1982 and headquartered in Copenhagen, Denmark, Pandora employs around 26,000 people worldwide of whom more than 11,500 are located in Thailand, where the Company manufactures its jewellery. Pandora is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2018, Pandora's total revenue was DKK 22.8 billion (approximately EUR 3.1 billion).

Pandora products are sold in more than 100 countries on six continents through approximately 7,800 points of sale, including approximately 2,400 concept stores. Pandora launched an online

sales platform in Europe in 2011, and began working to expand its e-commerce to the majority of its markets including Australia. Europe and the United States accounted for nearly 90% of group sales in 2014. The group announced a Chinese distribution deal in 2015, with plans to increase store numbers to "a couple of hundred" in China. In 2015, it bought out Oracle Investment's shares in its Chinese distribution service.

The story behind the brand

1982-Per and Winnie Enevoldsen founded Pandora

1987-The first in-house designer joined Pandora

1989-The company started manufacturing its jewellery in Thailand

2000-Pandora introduced its charm bracelet

2003-Pandora entered the American and Canadian markets

2004-Pandora entered new, large markets, including Australia and Germany

2005-Pandora opened its first large scale, fully-owned production facility in Gemopolis, Thailand. Pandora established its presence in the UK and in Spain.

2007-Pandora launched its Compose earrings concept

2008-Axcel acquired 60% of Pandora

Pandora inaugurated its second production facility in Thailand

Pandora launched LovePods

2009-Subsidiaries established in the UK, Hong Kong and Poland

Pandora launched Liquid Silver

2010-Third and fourth production facility inaugurated in Thailand

Public listing on the NASDAQ OMX Copenhagen stock exchange

Pandora launched Black Crown Diamond Watches

Pandora entered new, large markets including Russia, Italy and China

Pandora acquired full ownership of its distribution in Australia and Central Western Europe

2011-New necklace concept launched

Pandora took over direct distribution in France

Pandora opened its store number 100 in Asia

The company appointed its first Chief Creative Officer

+1 million Pandora fans on Facebook

+2 million Pandora Club members

2012-Pandora celebrated its 30th anniversary

New pavé products launched

2013-The Pandora ESSENCE COLLECTION was launched

Opened concept store no. 1,000

2014-Pandora signed a strategic alliance with The Walt Disney Company

Ring sales reached 10% of Group revenue

2016-New Locketts concept was launched

Opened concept store no. 2,000

2017-Opened new crafting facility in Lamphun, near Chiang Mai in Northern Thailand

2018-New Leadership in Energy and Environmental Design (LEED) Gold crafting facility inaugurated in Gemopolis, Thailand

2019-Pandora kicks off global brand relaunch United Kingdom

Pandora's central London office supports all aspects of the Pandora UK business.

Pandora first entered the UK market in 2005 and established a subsidiary here in 2009. Today, Pandora UK consists of nearly 130 owned and operated stores, and a franchise partner network.

CERTIFIED PANDORA ONLINE RETAILERS

In the UK, PANDORA website uk.pandora.net/en is the official website selling authentic PANDORA jewellery. You can also purchase authentic PANDORA jewellery from one of our Certified Online Retailers listed below. We cannot guarantee the authenticity of products purchased from any other site.

www.argento.co.uk

www.swaguk.co.uk

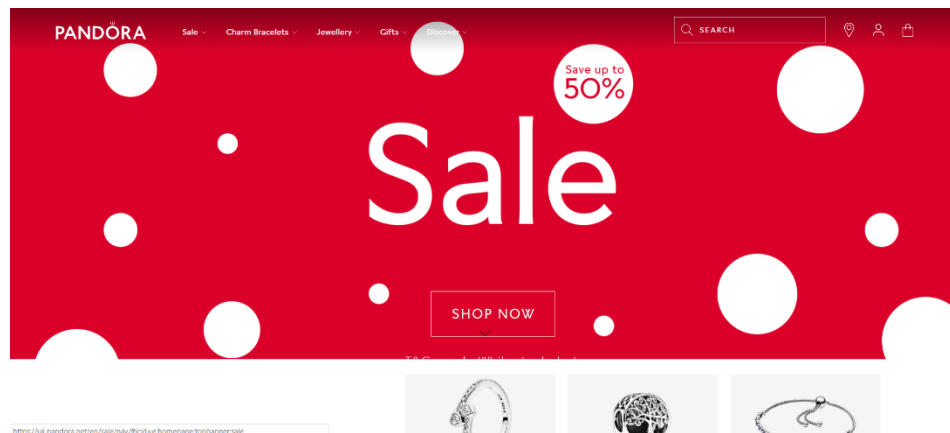
www.francisandgayle.co.uk

Pandora Promotion

In marketing, promotion refers to any type of marketing communication used to inform or persuade the target audience about the relative merits of a product , service, brand or problem.

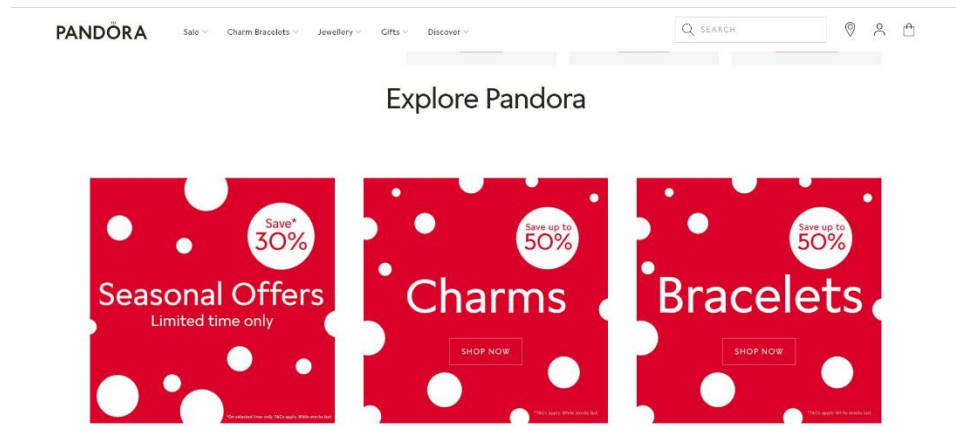
The propuse of promotion is to raise awareness, create interest, generate sales or build brand loyalt.

More recently, jewelry has been considered a luxury item, but there are still a few families where there are no jewelry. In our country it is common to buy jewelry, despite the financial problems, because, apart from their aesthetic function, they are a good investment. Therefore, a sufficient number of business people are interested in how to open a jewelry store from scratch. But we must remember that the jewelry business requires a lot of investment. Pandora's blog offers useful information about jewelry, how to choose the right jewelry and how to maintain them. Useful, especially for ladies and gentlemen. There is no shortage of tips on wedding rings and engagement rings.



Personally I think they won't miss the fairs and advertisements in magazines or catalogs. Since 2006 I have noticed that most of the fairs no longer pay as participation (depending on the specific one you invest several thousand-tens of thousands of euros and in the best case you choose with some possible clients and / or partners). As for the advertisements in magazines, taking into account the fact that Pandora products, the

jewelry, are intended especially for young people, who always look for additional information online before making the purchase decision, the decision to promote intensely in the online environment will only bring them benefits.



We offer different promotions for jewelry depending on the time we are in it. Thus, during the winter holidays our store makes different discounts on products or different promotional packages to be able to meet all the requirements of the people who carry us but also the people who are looking for a perfect gift. I hope that the orientation towards online will not mean a decrease of the budget dedicated to marketing, following the principle "if it's online, it's free". That is, with the marketing budget channeled entirely online, I think they will have a greater impact than participating in fairs and advertisements ignored in magazines. Really, how many times have you bought a product because of an advertisement you saw in a magazine?

References :

History and Background

Pandora (2014) *About Pandora* . Can be found at : <https://www.pandora.net/en-ph/company/about> (Accessed on 04/12/2019)

Pandora (2012) *The journey : Pandora history jewelry* . Can be found at : <https://us.pandora.net/en/discover/pandora-world/about-pandora/history/> (Accessed on 04/12/2019)

Pandora (2014) *About Pandora* . Can be found at : <https://us.pandora.net/en/explore-the-brand/about-pandora.html> (Accessed on 04/12/2019).

Pandora (2013) *The Pandora story* : Can be found at : <https://pandoragroup.com/about/pandora-in-brief/the-pandora-story> (Accessed on 04/12/2019).

Products

Pandora, 2019, Our products- Official site, Available on: <https://uk.pandora.net/en/>, Accessed in: 13.12.2019.

Jenna, 2016, “How to tell if a Pandora Jewelry is real”, Available on: <https://www.becharming.com/blog/tell-pandora-jewelry-real/>, Accessed in: 13.12.2019

Image adopted from Pandora group, Available on: <https://pandoragroup.com/?position=bottom&src=categorySearch&srcName=Pandora%20Company>, Accessed in: 13.12.2019.

Place

Stacey Hailes, 2019, “First look: Pandora unveils a new store concept”, Available on: <https://www.professionaljeweller.com/first-look-pandora-unveils-new-store-concept/>, Accessed in: 28.12.2019.

Pandora (2012) *The journey : Pandora history jewelry* . Availble on: <https://us.pandora.net/en/discover/pandora-world/about-pandora/history/>, Accessed on 28.12.2019.

Promotion

Pandora, 2019, Official site, Available on : <https://uk.pandora.net/en/>, Accessed in: 23.12.2019.

McCarthy, Jerome E., 1964, Basic Marketing. A managerial approach, Homewood, Available on: Wikipedia, Accessed in: 23.12.2019