

# PANDÖRA

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LESLIE RENDON

FASM 220 – N01

PROFESSOR DEMESKO

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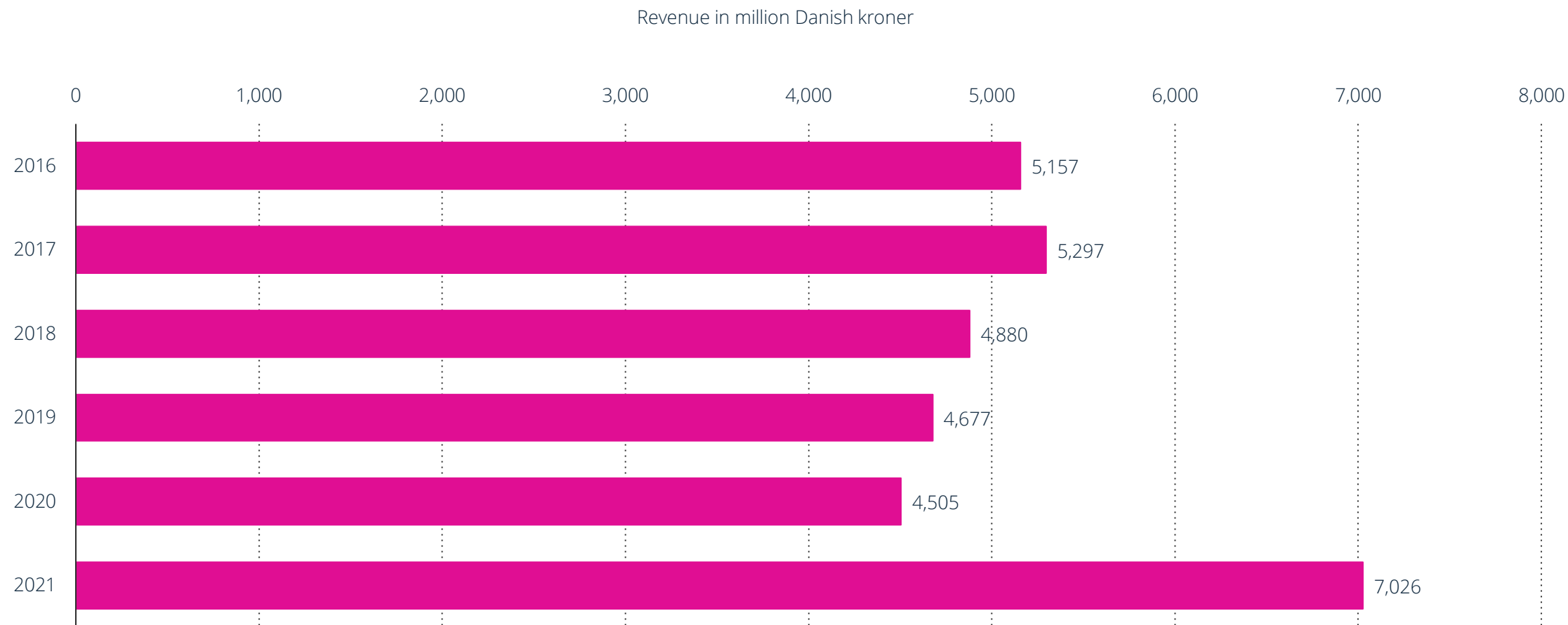
# About Pandora

- Biggest jewelry brand in the world.
- Known by their unique charms
- In 1982, Per and Winnie Enevoldsen founded Pandora in Copenhagen, Denmark.
- In 2021, total revenue reached \$3.5 billion dollars (U.S.D)
- Sales went up 30% and reached \$1.1 billions in sales in 2021.



# Revenue of Pandora A/S in the United States from 2016 to 2021 (in million Danish kroner)

Revenue of Pandora A/S U.S. 2016-2021



# Core Brand Mission and Vision

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## Mission

Then and today – is to offer women across the world a universe of high-quality, hand-finished, modern and genuine jewelry products at affordable prices, thereby inspiring women to express their individuality. All women have their individual stories to tell – a personal collection of special moments that makes them who they are.

## Vision

To be the branded manufacturer that delivers the most personal jewelry experience

# Target Audience

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- Women of all ages.
- Men are also targets as gift buyers

- Five Categories
  - Charms
  - Bracelets
  - Earrings
  - Rings
  - Necklaces
- Best Sellers (Depending on the category)
  - 55 Charms
  - 52 Bracelets
  - 51 Earrings
  - 50 Rings
  - 52 Necklaces
- Collections / Collabs
  - Pandora ME
  - Keith Haring
  - Marvel
- Lab-Created Diamonds

# Products



# Pricing Strategy

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## Price List

- Bracelet: \$0 - \$1,000
- Charms: \$0 - Over \$1,500
- Necklace: \$0 - \$1,500
- Earrings: \$0 - \$1,500
- Rings: \$0 – Over \$1,500

## Discount Prices

- They have items on clearance/sales /discount (Currently there are 59 items)
- For first time customers, will receive 10% off first purchase.
- They have a variety of offers
  - Ring Set (Price starts from \$99 - \$140) Save 29%
  - Gift Set Save 20%
- Student Beam or ID.me Save 10%
- Free Shipping up in order \$75

# Size Availability

## Bracelets Size Chart

(Size may vary)

Wrist Size	Bracelet Size
5.1 in	5.9
5.5 in	6.3
5.9 in	6.7
6.3 in	7
6.7 in	7.5
7 in	7.9
7.5 in	8.3
7.9 in	9

## Rings Size Chart

(Size can be found by diameter or circumference)

	Diameter	Circumference	
Diameter	US	UK	European
14	3	F	44
14.6	3.75	H	46
15.3	4.5	H1/2 - I1/2	48
15.6	4.75	J	49
16	5	J-K	50
16.2	5.5	K-L	51
16.5	6	L - L1/2	52
16.9	6.5	M	53
17.2	7	N	54
17.5	7.25	O	55
17.8	7.5	O - P	56
18.1	8	P	57
18.5	8.5	P1/2 - Q1/2	58
18.8	8.75	R	59
19	9	R1/2 - S	60
19.8	10	T1/2	62
20.4	10.5	V	64

## Necklace Size Chart

Centimeters	Inches
38	15
40	15.7
42	16.5
45	17.7
50	19.7
60	23.6
65	25.6
70	27.6
75	29.5
80	31.5
90	35.4



## STRENGTHS

- Loyal Customers
- High Quality Material
- Respect towards human rights
- Problem- Solving

## WEAKNESSES

- Poor Advertising

## What's New with Pandora?

- Recover from COVID-19
- For 2022, Pandora is willing to double their business.
- Willing to expand their jewelry designs, collections/ collaborations.
- Find more ways to connect with their customers by doing partnerships like Macy's.
- Develop more storytelling products and find reasons to celebrate.
- Their main goal when it comes to sustainability, Pandora wants to become a low- carbon business.

Increasing water recycling and usage

Reducing annual CO2e

- Determine to reduce climate footprint. Goal is to have their own green houses operating by 2030 and operate by being a carbon neutral in 2025.

# Resources

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- <https://0-www-statista-com.library.scad.edu/statistics/1094783/revenue-pandora-a-s-us/>
- <https://us.pandora.net/on/demandware.static/-/Sites-en-US-Library/default/dw31b0c90d/document/Pandora%202021%20Transparency%20in%20Supply%20Chains%20Statement.pdf>
- <https://www.forbes.com/sites/pamdanziger/2022/03/02/how-pandora-plans-to-double-its-us-jewelry-sales-after-breaking-1-billion-in-2021/?sh=5569410364e4>
- <https://www.memorablecharms.com/pandora-concept/about-us.html>
- <https://us.pandora.net/en/discover/pandora-world/sustainability/>