



Business Plan

01 JUNE 2023

www.qawaya.com
hello@qawaya.com



Executive Summary

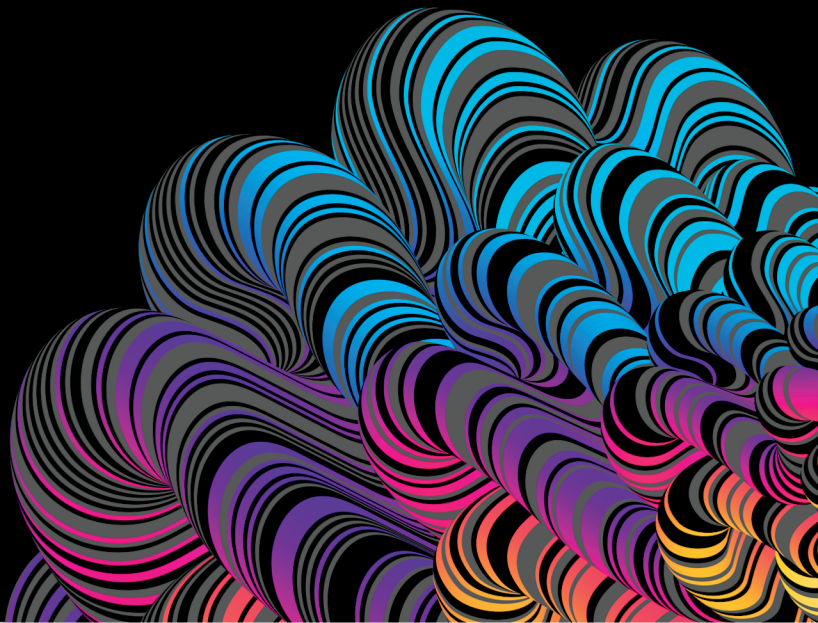
QAWAYA is a UK-based jewellery brand with a unique proposition of making a statement through sustainable and charitable practices. Our mission is to create exquisite, handcrafted jewellery pieces that not only complement individual styles but also contribute positively to society and the environment.

QAWAYA is a registered trademark, and our tagline, **"Let's Make a Statement!"**

reflects our commitment to empowering our customers to express themselves while supporting meaningful causes. This business plan outlines our strategies to achieve sustainable growth and impact.



www.qawaya.com
hello@qawaya.com



Company Moto

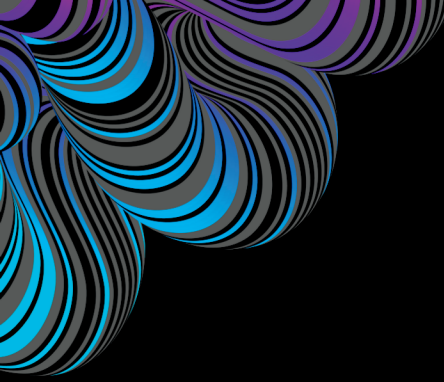
QAWAYA is a jewellery brand founded on the principles of sustainability and philanthropy. QAWAYA designs & creates high-quality, contemporary jewellery using ethically sourced materials.

We offer a wide range of products, including necklaces, bracelets, earrings, rings, and accessories, all designed to appeal to diverse customer preferences.

QAWAYA's charitable initiatives involve dedicating a percentage of profits to support causes that align with our values, contributing to community development, education, and environmental conservation.



www.qawaya.com
hello@qawaya.com



Market Analysis

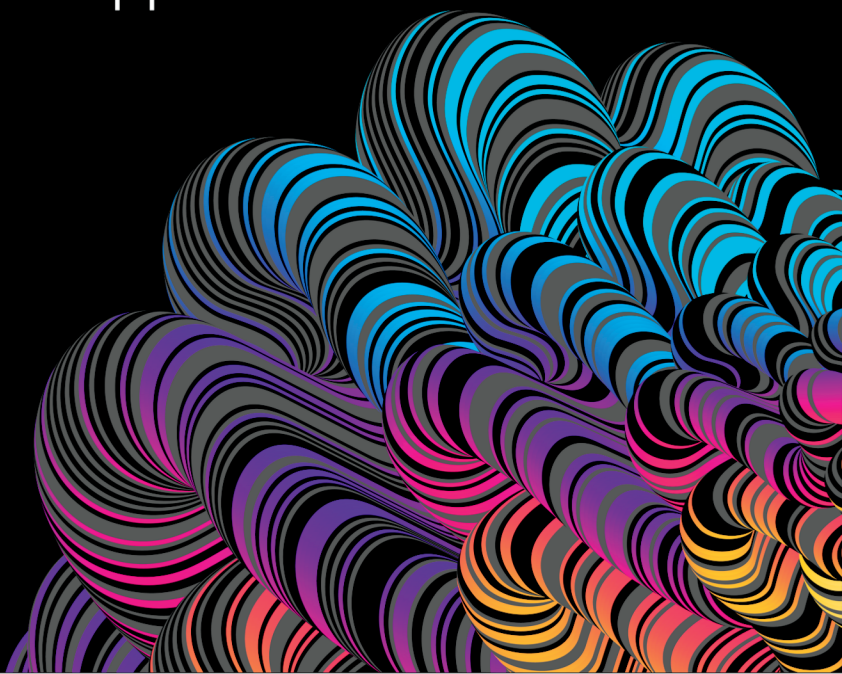
The jewellery market in the UK is robust and constantly evolving. Customers are increasingly seeking unique, sustainable, and socially responsible products.

QAWAYA's target market consists of fashion-conscious individuals aged 25-45 who value craftsmanship, ethical practices, and supporting charitable causes.

We identify our key competitors as premium jewellery brands that focus on sustainability and ethical sourcing, aiming to differentiate through our distinct designs and purpose-driven approach.



www.qawaya.com
hello@qawaya.com



Product & Services

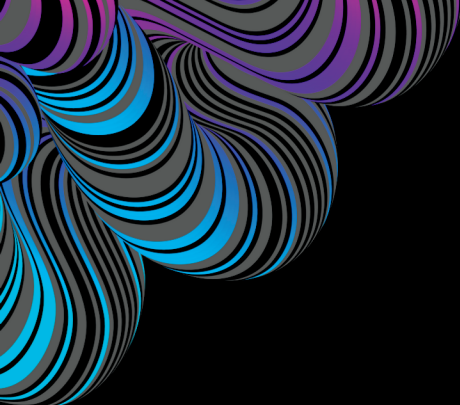
QAWAYA's jewellery collections are curated to cater to various styles, occasions, and personalities, with a focus on both classic and contemporary designs.

Our products are made using eco-friendly materials, including recycled metals and responsibly sourced gemstones.

Customization services will be offered to create personalized jewellery, strengthening customer engagement and loyalty.



www.qawaya.com
hello@qawaya.com



Marketing & Sales

Our marketing efforts will emphasize the brand's commitment to sustainability and social responsibility, leveraging our tagline, "Let's Make a Statement!"

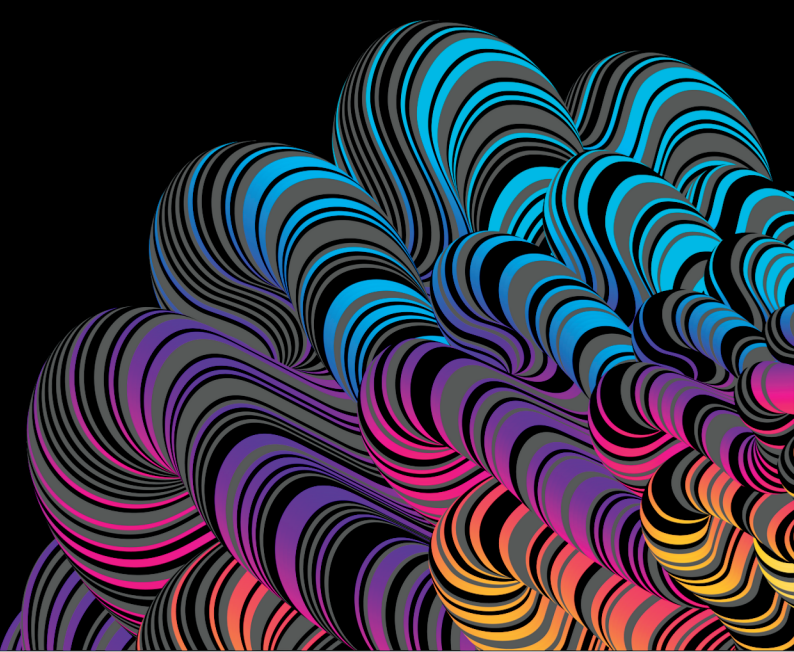
We will establish a strong online presence through an e-commerce website offering live support and actively engage with customers on social media platforms. We are present on Instagram, Facebook & have regular streams on TikTok Live.

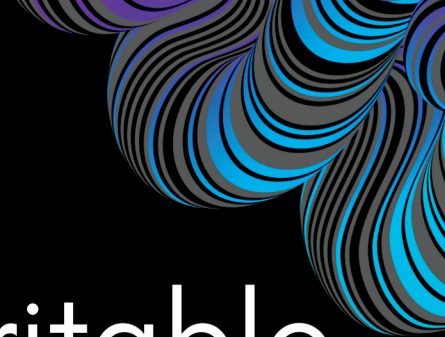
Collaborations with influencers, ethical fashion bloggers, and charities will help expand brand visibility and reach.

By the end of year 2023 we are confident to build a solid customer base and follow this up with our first store opening.



www.qawaya.com
hello@qawaya.com





Sustainable & Charitable

Sustainability:

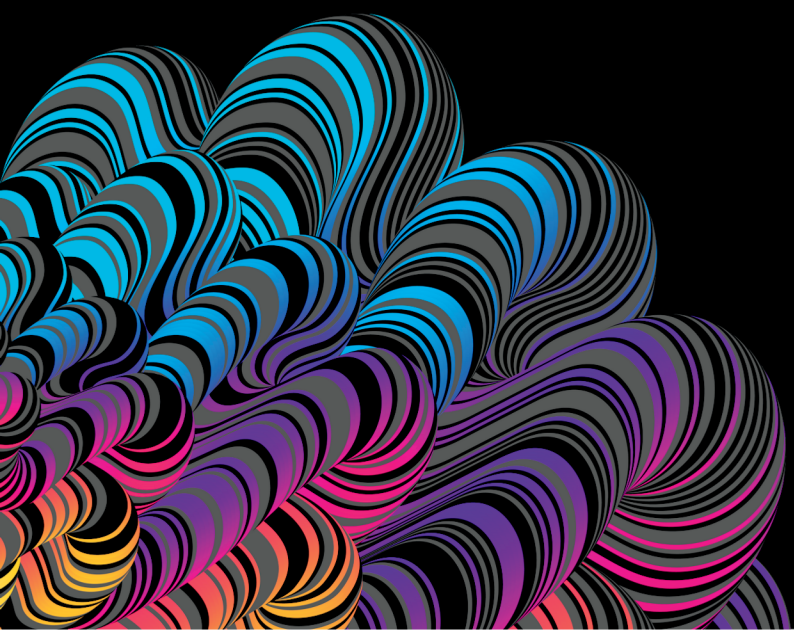
QAWAYA will focus on reducing its environmental impact by implementing eco-friendly packaging, minimizing waste, and promoting recycling.

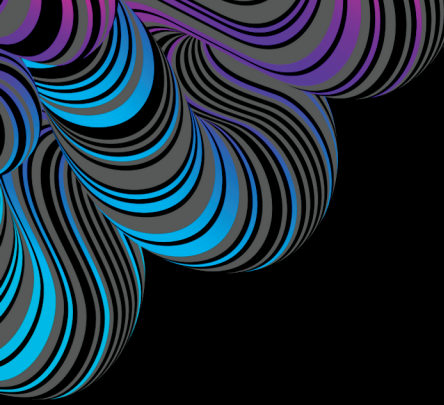
Charitable Giving:

A percentage of every sale will be dedicated to partner with selected charitable organizations that align with our mission. Regular updates on contributions and their impact will be communicated to customers, creating a sense of shared purpose.



www.qawaya.com
hello@qawaya.com





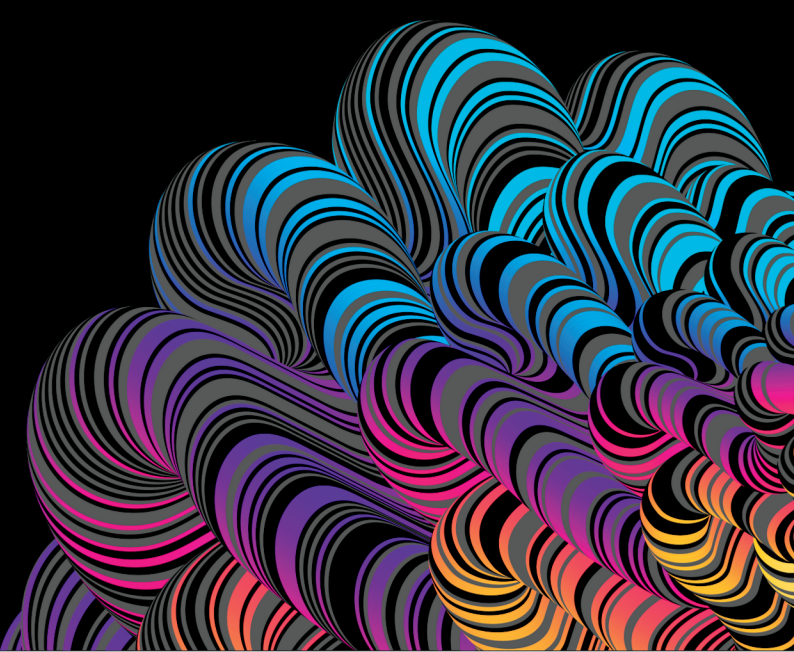
Supply & Logistics

At our company, we place a strong emphasis on ethical sourcing and responsible business practices. To achieve this, we are dedicated to establishing partnerships with reputable suppliers who share our values and commitment to sustainability.

In addition to ethical sourcing, we understand the importance of timely deliveries to meet customer expectations. To address this, we will implement efficient inventory management systems, enabling us to accurately monitor stock levels and respond promptly to fluctuations in demand. This streamlined approach will optimize order fulfilment processes, reducing lead times and ensuring timely deliveries to our valued customers.



www.qawaya.com
hello@qawaya.com



Financial Projections

Initial Investment: We have raised initial funding to incorporate & trademark our brand, built a website, purchase stocks and packaging materials.

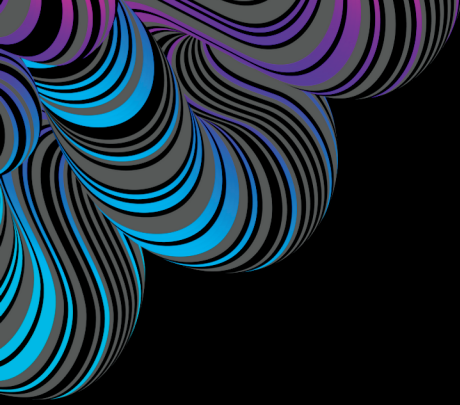
Revenue Projections: Based on market research and growth projections, we expect steady revenue growth over the next three years.

Profit Margins: Careful cost management and premium pricing will contribute to healthy profit margins.

Financial sustainability will be achieved by balancing profitability with our charitable initiatives.



www.qawaya.com
hello@qawaya.com



Growth Plans

Expand Product Range:

Introduce new jewellery lines and accessories to cater to evolving customer preferences.

International Expansion:

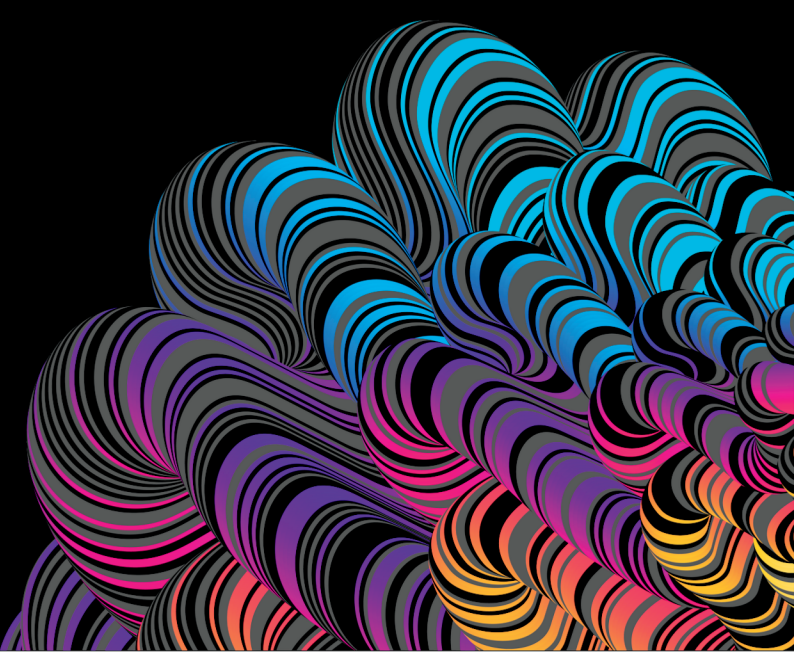
After establishing a strong presence in the UK, we plan to explore opportunities in other markets.

Strengthen Charitable Impact:

Collaborate with more charitable organizations and initiate our philanthropic projects.



www.qawaya.com
hello@qawaya.com





QAWAYA aims to become a leading sustainable and charitable jewellery brand, offering customers the opportunity to express themselves stylishly while making a positive impact. By staying true to our values, engaging our community, and consistently delivering unique, ethical products, we are confident in our ability to achieve long-term success and contribute to a more sustainable and compassionate world.

www.qawaya.com
hello@qawaya.com