

# 디지털 퍼스트 글로벌 럭셔리 주얼리 플랫폼 사업



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이 기회는 평균 주문액(AOV)이 높은 고급 주얼리를 대규모로 판매하도록 설계된 디지털 우선 럭셔리 주얼리 플랫폼과 관련이 있습니다.. 설립 초기부터 디지털 네이티브 기업으로 구축된 이 회사는 자동화 및 대화형 판매를 핵심 운영에 포함시킴으로써 기존 소매 모델의 한계를 극복했습니다.. 이 오퍼링에는 브랜드 자산과 완전히 통합 된 기술 스택을 결합한 양도 가능한 운영 체제가 포함되어 있어 즉각적인 국제 성장을 위한 준비가 되어 있습니다.

- 디지털 채널을 통한 고객 럭셔리 주얼리 판매 전환 성공 사례 입증.
- 판매 채널이 WhatsApp 및 Instagram DM과 완벽하게 통합되어 고부가가치 거래를 촉진합니다..
- 전자상거래, CRM, 생산 워크플로, 물류 및 재무를 포괄하는 독점적인 엔드투엔드 플랫폼에서 운영됩니다..
- 시스템이 고도로 자동화되어 수동 데이터 입력이 필요하지 않으므로 인력을 선형적으로 늘리지 않고도 성장할 수 있습니다..
- 증가하는 인바운드 수요를 충족하기 위한 주문 제작 및 맞춤형 제품 분야의 강력한 역량.

이 플랫폼은 구매자가 특정 전략적 우선순위에 따라 성장을 활성화할 수 있는 모듈식 레버를 중심으로 구축되었습니다.:

- 해외 디지털 고객 확보를 위한 ROAS 주도의 테스트 및 확장형 광고 모델
- 연구소에서 개발한 주얼리 컬렉션과 같은 링 펜스 이니셔티브 출시 역량.
- 마켓플레이스 통합, 라이브 판매 및 파트너 주도 배포 기회.

**TARGET PRICE**

\$ 6,500,000

**BUSINESS TYPE**

인터넷 비즈니스

**COUNTRY**

미국

**BUSINESS ID**

L#20260972

- 전략적으로 정당한 경우 코너를 통한 물리적 접점 또는 위탁을 통한 물리적 접점 가능성.

이 자산은 즉각적인 운영 능력을 제공하고 여러 구매자 유형에 대한 실행 위험을 크게 줄일 수 있는 위치에 있습니다.:

- 레거시 모델에 대한 내부 중단 없이 빠른 디지털 가속화를 위해.
- 기존 포트폴리오에 AOV가 높은 럭셔리 버티컬을 추가하려면.
- 수직 통합을 달성하고 소비자 직접 연결(DTC)을 확보하려면.
- 이미 확장 단계에 접어든 자산으로 플랫폼 구축을 모색하는 경우.

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