

デジタルファーストのグ



MERGERSCORP

平均注文金額（AOV）の高い高級ジュエリーを大規模に販売するために設計されたデジタルファーストのラグジュアリージュエリープラットフォームに関わる機会です。同社は設立当初からデジタルネイティブな企業体として構築され、自動化と会話型販売をコア業務に組み込むことで、レガシー小売モデルの制限を回避してきました。ブランド・エクイティと完全に統合されたテクノロジー・スタックを組み合わせた譲渡可能なオペレーティング・システムを提供し、国際的な成長を即座に実現できる。

TARGET PRICE

\$ 6,500,000

BUSINESS TYPE

インターネットビジネス

COUNTRY

米国

BUSINESS ID

L#20260972

- デジタルチャネルを通じた高AOVラグジュアリージュエリーの売上転換における実証済みの成功例。
- セールスファネルはWhatsAppやInstagramのDMと完全に統合され、高額取引を促進します。
- 電子商取引、CRM、生産ワークフロー、物流、財務を網羅する独自のエンドツーエンド・プラットフォームで運用。
- システムは高度に自動化されており、手作業によるデータ入力を排除しているため、人員を直線的に増やすことなく成長することができます。
- 拡大するインバウンド需要に対応するため、オーダーメイドとカスタマイズに強い。

このプラットフォームは、買い手が特定の戦略的優先事項に従って成長を活性化できるよう、モジュール式のレバーを中心に構築されています。:

- ROAS主導のテスト・アンド・スケールの国際デジタル広告モデル。
- ラボ・グロウン・ジュエリー・コレクションのような、リング・フェンス・イニシアチブを立ち上げる能力。

- 市場統合、ライブ販売、パートナー主導型流通の機会.
- 戦略的に妥当な場合、コーナーや委託販売を通じて物理的なタッチポイントを提供する可能性がある。.

この資産は、いくつかの買い手タイプに対して、即座に運用能力を提供し、実行リスクを大幅に軽減するように配置されている。:

- レガシーモデルに社内の混乱をもたらすことなく、デジタルを迅速に加速させるために.
- E既存のポートフォリオにAOVの高い高級品分野を追加するには
- 垂直統合を達成し、消費者直販（DTC）を獲得する。.
- すでに規模拡大段階に入った資産でプラットフォーム構築を求めている。.

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