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Covid-19 and the Independent Jeweler

By Kate Szirmay G.G.

The Covid-19 Pandemic has permanently changed the retail landscape. This new time is being called “The Next Normal.” Polls indicate supplier websites, live chat, and referrals are the leading features buyers are looking for, with digital interactions being twice as important to customers now than they were before the pandemic according to McKinsey and Co. There are two aspects of consumer behavior that are predicted to permanently change because of the pandemic:

1. **Brand switching.** Many consumers have switched brands; some polls list as much as 20% of consumers have ditched their regular brands and intend to stick with their new choices permanently.
2. **Continued social distancing.** Many common pre-pandemic in-person activities may not resume at the same capacities post-pandemic - such as mall shopping and movie attendance.

In “The Next Normal” 71% of in-store shoppers expect to see a hand sanitizing station in the store with over 50% also expecting to see floor markings for social distancing and employees wearing masks. **The good news is that 57% of consumers said they were equally as likely to purchase a ‘luxury’ product now as they were in the two months leading up to the pandemic.**

The pandemic has seen the global supply chain channels shift, and in some places break up completely. Many factories are working at significantly limited capacities. This leaves suppliers unsure if forecasted holiday orders can be fulfilled. What does this mean for you?

Independent Jewelers are in a better position than ever before to create growth out of the Covid-19 crisis. Here are three steps you can take safeguard your sales and to create growth:

1. **Know your numbers.** Now more than ever you must know your numbers, have a clean inventory and know who you work with and where their product comes from. Share your reports with your suppliers and have honest conversations about their inventory supply going into the holiday season.
2. **Get creative.** We have seen massive success for jewelers selling on Facebook Live, Whatsapp, and Instagram. You don’t have to know what you are doing; you just have to be brave enough to try. Why not give away a matching mask with each colored stone purchase? These masks from [Target](#) are \$4 and available in sapphire, ruby, pink tourmaline, and

onyx.

3. **Communicate with your clients.** Share, share, share, share. There is no more TMI, or boundaries, SHARE with your clients. Show them behind the scenes, take a tour of your sanitizing station, plexi sneeze guards, and social distancing decals. The more information you share the more comfortable your customers will be.

Why are so many independent jewelers poised for huge revenue growth? As a part of the \$70B jewelry industry, the smaller size and lack of traditional corporate red tape allow independent jewelers to adapt quickly, work with lean resources, and be creative in their responses. With up to 20% of the population ready to make a permanent brand switch by relying on customer experiences and personalized services to inform their decision, Independent Jewelers are uniquely positioned to thrive during these uncertain times.

We at PRIME specialize in assisting retailers in finding the path to achieving their goals and overall success in their business. We invite you to visit our website, www.NVPrimeConsulting.com, for an overall view of the services we provide. If you have questions as to how we may be able to assist you, please do not hesitate to call - 888-849-4978. Of course, all communications and information are strictly confidential.

Sincerely,

The PRIME Team – *Jim, Jeannie & Warren*

-----Professional Resources & Inventory Management Experts-----
