

6 J's Gold Shop

- **Business Model:** Direct-to-consumer online store specializing in handmade and custom jewelry.
- **Mission:** To provide unique, quality, and affordable jewelry that allows individuals to express their personal style.
- **Vision:** To be the go-to online destination for jewelry lovers seeking personalized and handcrafted pieces.
- **Product & Services:**
- **Product Range:** Earrings, necklaces, bracelet, and rings.
- **Customization Services:** Personalized designs in customer preferences including custom engravings.



Date	Action Item	Details	Status
April 20-30, 2024	Secure permits	To start and run by business here in Terrace	Not started
May 1-15, 2024	Craft jewelry	Crafted jewelry will be shipped from Philippines to Terrace	Not Started
May 16-30, 2024	Apply for certificate of authenticity for each item.	To verify that the product has been verified as original and authentic	Not Started
June 1-15, 2024	Shipped the item from Philippines to Terrace		Not Started
June 1-10, 2024	Set up official website and Social Media account while waiting for the items or product to arrive in Canada	This will serve as my platform for online selling	Not Started
June 16-20, 2024	Marketing Plan	Develop market strategy	Not Started
June 21- 25, 2024	Soft Launch	Conduct trial run for online business to gather feedback and recommendation for improvement.	Not Started
June 26- 30, 2024	Review and refine operations	Assess how the trial goes and improve how to attract more viewers.	Not Started
July 1-15, 2024	Create promotion and loyalty program	To encourage repeat order	Not Started
July 16-30, 2024	Personal developments program	Implement training to improve customer and selling service	Not Started
August 1-15, 2024	Financial Assessment	Evaluate your financial situation and make plans for the future year that take sustainability and growth into account.	Not Started

