

# 数字第一的全球奢侈珠宝



**MERGERSCORP**

这个机会涉及一个数字优先的奢侈珠宝平台，旨在大规模销售高平均订单价值 (AOV) 的高级珠宝。

该公司从一开始就是一个数字原生实体，通过将自动化和对话式销售嵌入其核心业务，绕过了传统零售模式的限制。

提供的产品包括一个可转让的操作系统，该系统将品牌资产与完全集成的技术堆栈相结合，可立即实现国际增长。

**TARGET PRICE**

\$ 6,500,000

**BUSINESS TYPE**

互联网企业

**COUNTRY**

美国

**BUSINESS ID**

L#20260972

- 在通过数字渠道实现高AOV奢侈珠宝销售转化方面的成功经验
- 销售漏斗与 WhatsApp 和 Instagram DM 完全集成，促进高价值交易
- 在专有的端到端平台上运行，涵盖电子商务、客户关系管理、生产 workflow、物流和财务。
- 系统高度自动化，消除了人工数据录入，无需直线增加人员即可实现增长。
- 强大的量身定制能力，满足不断增长的入境需求

该平台围绕模块化杠杆构建，使买方能够根据其具体的战略重点激活增长

- 以 ROAS 为主导、先测试后规模化的国际数字收购广告模式
- 有能力推出圈定计划，如实验室培育的珠宝系列
- 市场整合、现场销售和合作伙伴主导分销的机遇
- 在战略合理的情况下，有可能通过边角或寄售的方式建立实体接触点

该资产的定位是为几类买方提供即时运营能力并大大降低执行风险

- 在不对传统模式造成内部干扰的情况下，快速加速数字化进程
- 在现有产品组合中增加一个高AOV奢侈品垂直市场
- 实现垂直整合，获得直接面向消费者 (DTC) 的渠道
- 寻求利用已进入规模化阶段的资产进行平台建设

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