

Brand and Company Analysis of Swarovski Gemstones

1. Introduction

Swarovski Gemstones is a worldwide brand that launched in 1965, whose main focus is to provide the jewelry industry with the finest and clearest stones. By using different business analysis, we strive to obtain a greater understanding of Swarovski Gemstones; their products, branding strategy and visual identity.

2. Mission, Vision and Values

Mission:

It's important to Swarovski Gemstones to sell only high quality stones with a high precision cut in a variety of colors. Swarovski's mission is to create perfection, by cutting and polishing the gemstones meticulously, in order to emphasize the natural light and sparkle in the stones.

Vision:

Their vision is to provide color-matched gemstones that are ready-to-set to companies and private customers around the world. In this way Swarovski offers an unique gemstone collection affordable for most people and allows each company to bring Swarovski into their own design. *"Gem Visions strives to provide innovative solutions and creative ideas in keeping with the latest global trends."*

Their general vision and mission is to add sparkle in people's everyday life.

Values:

Swarovski values quality and sustainability through their stones. It's also important for them to focus on human rights and to give back to the society locally and globally.

3. PEST Analysis Politics

Political

Conditions and relations for employees:

In the western world there are some laws that are made to protect the employees and the working climate. Therefore, it is important for a company to be aware of the laws and obey them. If the company uses materials as diamonds, silver or gold etc., they should be aware of the work conditions in the mines. They can also consider to use Fairtrade precious metals in their production.

Environmental legislation:

If they want to expand their crystal making to another country than Austria, they need to know the different laws concerning waste and pollution in other nations.

Taxes and fees:

If Swarovski gemstones decides to open an office, they have to do some research and find out where it would be strategically smart to place a office when focusing on fees and taxes. Also the VAT rate should be considered. Would it be smart to place an office in Denmark where the rate is 25%, when it's only 19% in Germany? And will a customer in Denmark buy a product here being aware, that the product can be found cheaper in another country?

When placing a new office, Swarovski should be aware of the different taxes in the different countries. Due to the corporation taxes, it might be smarter to place a office in Denmark than France where the rate of the taxes is very high.

Economy

Wage/salaries:

It varies from country to country what their salary levels are. If people in one country gets paid more, they are more willing to buy rather than a country with a lower salary level.

Seasonal variation:

When it's a worldwide company is it important to adapt the seasonal variation. Colors come and go in trends. So before each season they should be aware of the coveted colors, and be sure to have them both in stock and in their assortment.

Social

Contemporary Trends:

A big company like Swarovski Gemstones relies on companies and goldsmiths around the world. As the modern trends may vary from country to country, the gemstones and products in stock offered by Swarovski should match both the current trend and the design culture in each specific country.

Ethical questions:

People have different ethical attitudes when it comes to style, quality and use of synthetic stone and the use of real stone and metal which has been used. In some markets, consumers go into whether it is fair trade or not. In some countries will sustainable business great attention for their good work.

They are selling their designs all over the world to various cultures and therefore they must be careful not to offend any cultures with the design.

Technology

Information and communication:

It is really easy to go on new marked online with worldwide shipping and that why it's important to have many communications platforms. It's also important to share a lot of information. The factors that can affect the communication and information are if the social medias suddenly lost their popularity or if

E-business:

Many customers are online on social medias therefore it is an important platform to be at. That's where the customers are constantly made aware of the firm and gets inspiration for

their next purchase. This is where the company can communicate with their customers.

Therefore, Swarovski needs to be online constantly on every social media.

Development and replacement in technology:

It's important for the company to development their technology so they can keep up with their competitions technology. A bad thing for the company would be if another company take patens on the newest technology so Swarovski wouldn't be behind on that point. The technology is in constantly development that's why they need to be forward instead of behind and maybe development their own technology.

4. The four P's

Product

Swarovski are selling genuine gemstones (Sapphire, Topaz, Citrine, Rhodolite, Amethyst, Black Spinel, Smoky Quartz, Marcasite) created stones (Zirconia, Alpinite castable) and components. The components make it easier to the consumer to add the gemstones to eyewear, watches jewelry etc. without the need of special skills. As a service Swarovski gemstones can be combined with many different materials such as plastic, wood, titanium, stainless steel and 18ct gold, silver, brass and bronze.

Swarovski guarantee technical perfection and make stones that are of premium quality, less breakage and more efficiently.

Price

The price of Swarovski Gemstones can vary depending on the stone's quality, color, size cut and clarity. Furthermore, prices varies depending on how many different colored stones ordered. After speaking with Roza it's still unclear what the price is on their stone but we have the feeling that it's a bit expensive.

Place

Swarovski gemstones have offices in 5 different places in Europe; Moscow, Venice and 3 in Triesen, each office has responsibility for certain countries. Further more they have 4 different offices in China (Shenzhen, Hong Kong, Seoul and Taipei), in South-east Asia (Ho Chi Minh city, Bangkok, Surabaya), and in the rest of the world; Dubai, Tokyo, Mumbai, Rio and New York.

Promotion

Jewelry brands that are interested can become a “ingredient branding partner” for the Genuine Gemstones and Created Stones collection.

Swarovski provides their customers with an annual trend book/catalog called “Gem Vision” for inspiration.

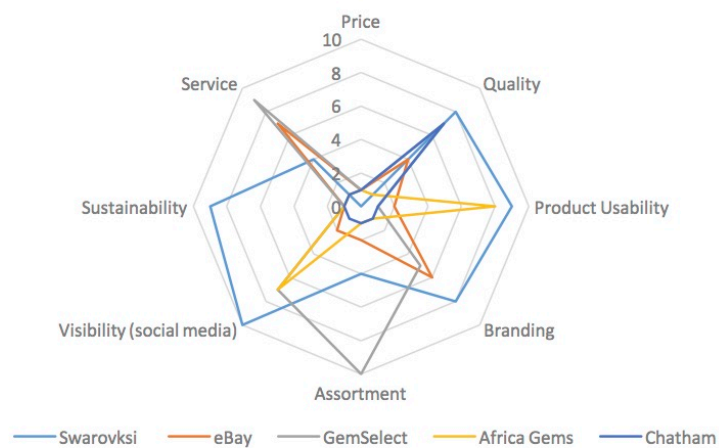
Swarovski gemstones are also online on Facebook and Instagram which is a good promotion platform for people in the industry and ordinary people that are interested in jewelry and stones. On Facebook they have an answering time under 1 hour. And they upload photos and links everyday.

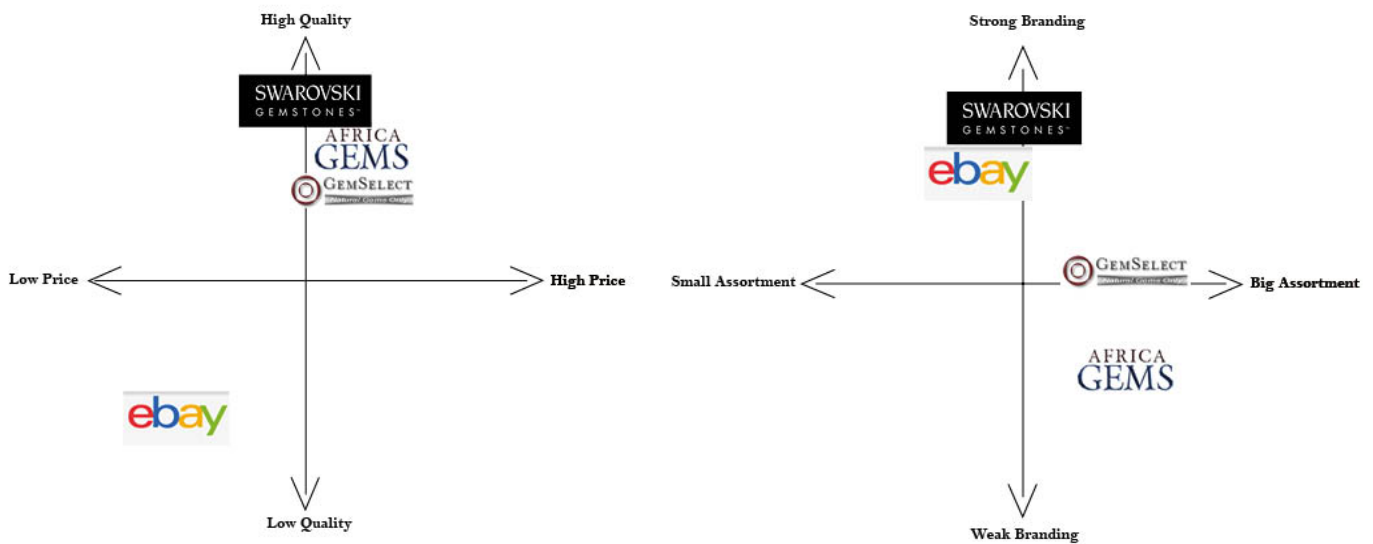
5. SWOT Analysis

Intern	
Strengths	Weaknesses
<ul style="list-style-type: none"> • Versatile selection of stones, settings and materials • Active on social medias such as Facebook, Instagram. • Long business history • Swarovski has a strong history <ul style="list-style-type: none"> • Customer loyalty 	<ul style="list-style-type: none"> • Unclear website, hard to navigate <ul style="list-style-type: none"> • Missing information about collaborators, materials and purchase information • Unknown sub brand • No prices on website.

<ul style="list-style-type: none"> Trustworthy B2B - co-branding opportunities No expenses in form of store maintenance, staff and rent <ul style="list-style-type: none"> Trust seal A lot of inspiration. 	
Extern	
Opportunities	Threats
<ul style="list-style-type: none"> B2B - co-branding opportunities <ul style="list-style-type: none"> Expand products Customers obtain knowledge about the sub-brand Swarovski Gemstones Take over smaller competitive companies 	<ul style="list-style-type: none"> mother earth run out of resources. Competitive companies such as gemselect.com, eBay <ul style="list-style-type: none"> Trend variation.

6. Spider-gram and positioning maps





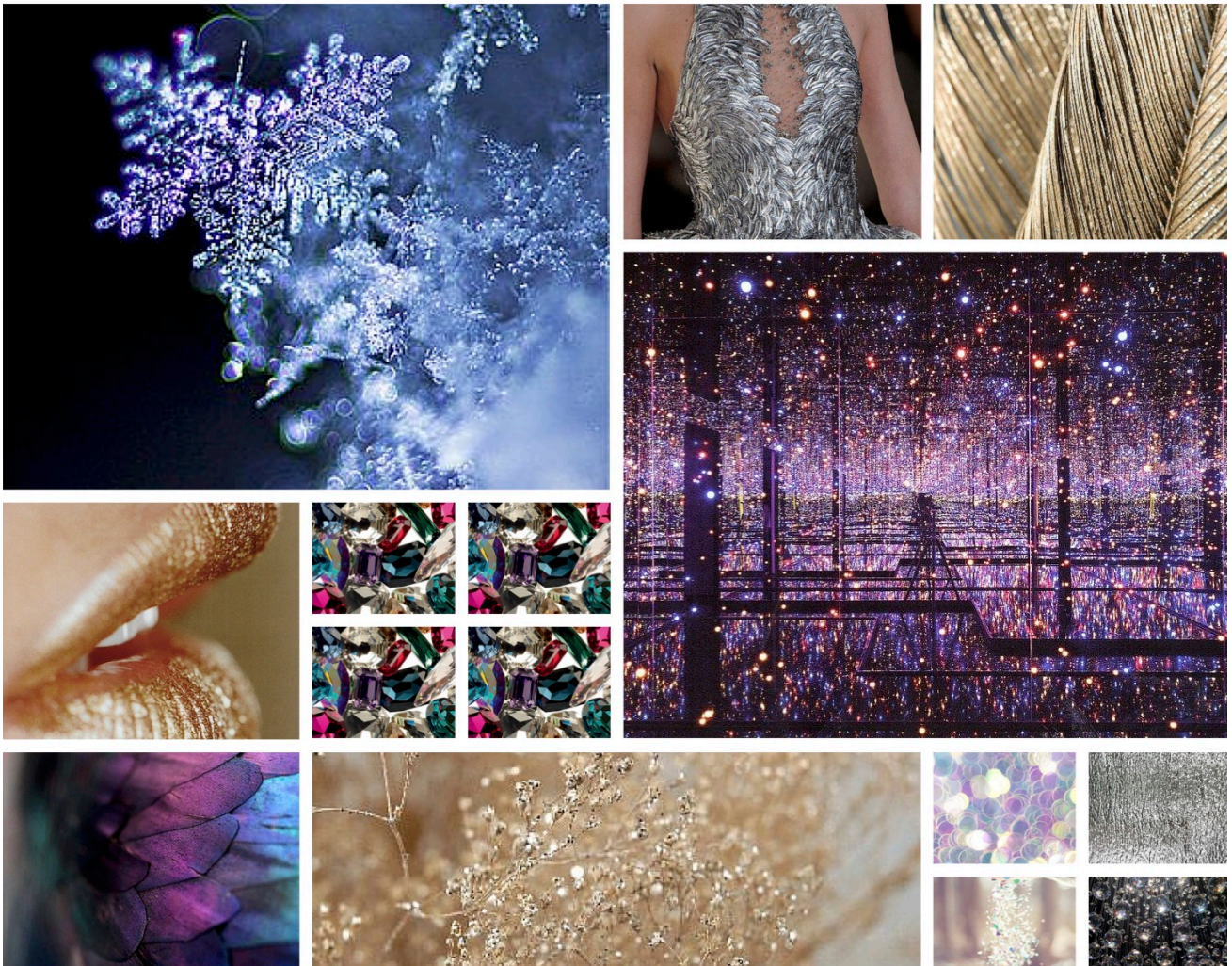
7. USP

The Unique Selling Proposition at Swarovski is the products, the quality and the perfection, for an example Swarovski can cut a zirconia stone so it gets the same brightness as a diamond cut with Tolkowsky Diamond method.

Swarovski has also patented Natural Brilliance Cut, which they uses to cut Topaz, to capture the light and radiance perfectly. The strict methods they use, makes the gemstones identical in size and shape.

Swarovski sends out a trend book to the consumers called "Gem Vision" with the latest global trends and innovative solutions and creative ideas, which is a part of the content marketing.

8. Visual analysis: verbal and mood board



- Their website is very structured. It's organized in squared boxes which creates balance and give us a very manageable and clear look. The black and white setup is in contrast to the colored gemstones. This leads to an extravagant look and moves the focus to the gemstones.
- While the website is structured it's also has a soft tone to it. In the pictures of the model they've used colors of warm tones. Also the text font, is simple and rounded in shape. They show the gemstones and components by lining them up in a smooth wave-like motion. All these features stand in contrast to the sharply cut gemstone.

- In the logo there's used a font with serifs very similar to "Novarese Std Medium", were in the body text the font is sans serif very similar to "Century Gothic". All the sub brands under Swarovski Group has to use these fonts in their branding, so the consumers will be able to identify them as one brand even though they work with different branding methods. Another pattern that reoccurs on the website of Swarovski is the brilliant cut diamond as well as the wave-like motion. This creates continuity throughout the websites and links Swarovski Masterbrand, Swarovski gemstones and Swarovski Crystals together.
- The swan is used as a symbol for Swarovski. This indicates beauty, elegance, and a clean-cut. The website's design gives the customer a feeling that there is a gemstone of good quality for everyone.

12. Conclusion

Via the different business analysis, we have gathered an understanding regarding Swarovski Gemstones' business strategy and branding, furthermore we have learned to be critical of their marketing.

We've studied at the political, economical, social and technical external factors that affects Swarovski Gemstones. Being a big brand like Swarovski Gemstone it's important to be aware of the different laws regarding taxes, employees and the environment. We live in a technological world, therefor Swarovski should be visible on the social medias and constantly develop the use of technology. Furthermore, they should always keep in mind the continuous development in contemporary trends.

The 4 P's stands for product, price, place and promotion, Swarovski Gemstones has a big assortment in crystals, genuine gemstones and zirconia and they offer a great service with ready to set components.

The prices on the genuine Gemstones depend on the stones cut, size and clarity. Swarovski Gemstones don't have any real stores, but they have offices around the world, you can

contact if you want to order loose stones. Swarovski Gemstones are co-branding with many major companies in the fashion and jewelry industry, and they are really active on Facebook and Instagram and have a great image.

Swarovski Gemstone has a lot of intern strengths, they are active on social media, have a long business history and they are trustworthy company, with good co-branding opportunities. They also have some internal weaknesses like unclear website, missing information about materials and missing prices, furthermore all of their sub brands can be confusing. Swarovski's extern opportunities are co-branding, taking over smaller competitive companies and expand their assortment. On the opposite side we have the external threats where mother earth could run out of resources, competitors and trend variation.

Studying our spider-gram and positioning maps we can conclude that Swarovski Gemstones definitely is the leading brand when it comes to selling and cutting high quality gemstones. Even though Swarovski has a limited assortment compared to Gem Select and Africa Gems, they're still the most known and used brand.

Swarovski's visual identity reflects their main focus on quality in making and cutting the gemstones.

After using the different business analysis, we can conclude that Swarovski's mission and vision is to add sparkle in people's everyday life and values high quality and sustainability through their gemstones.