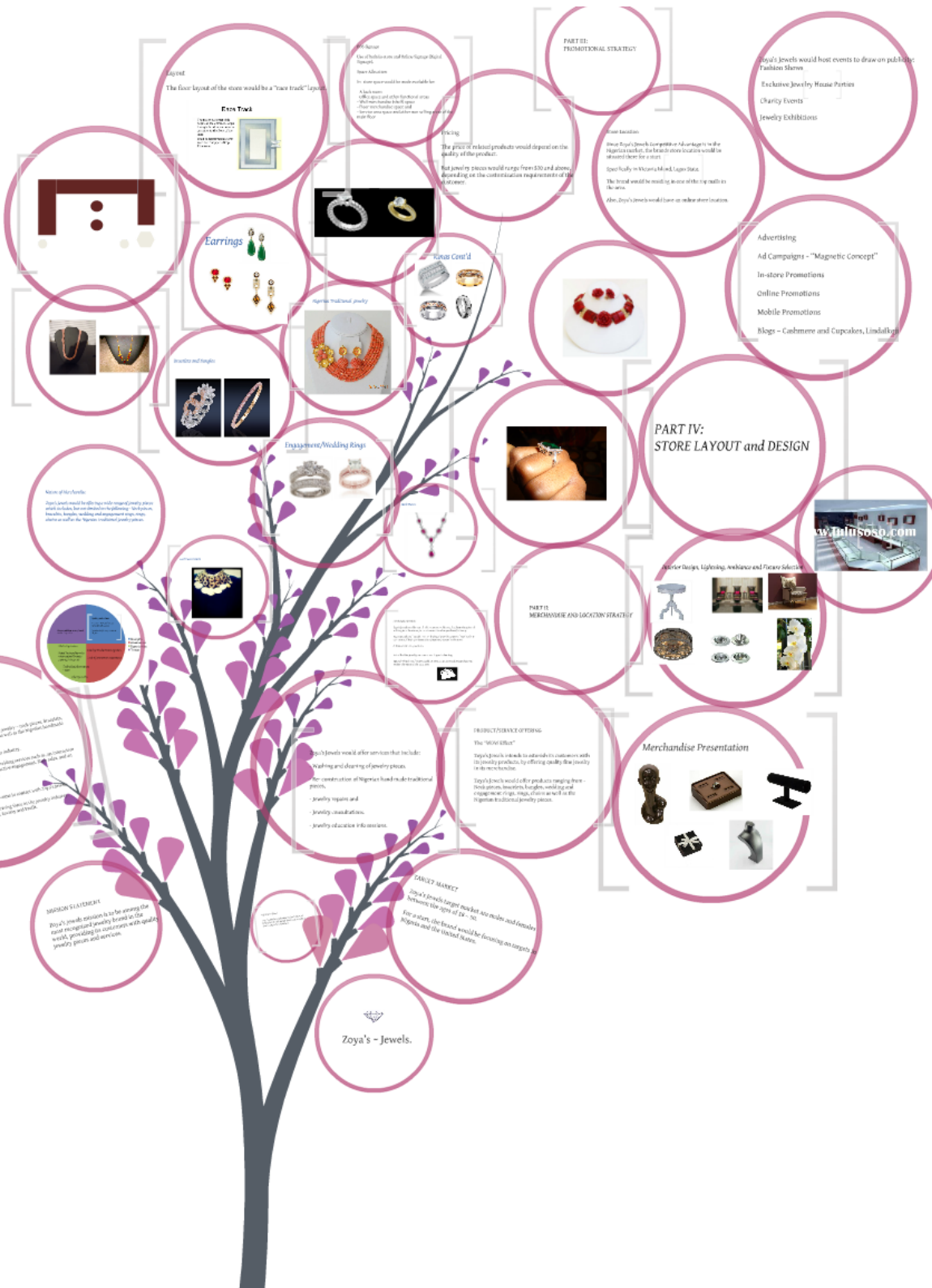


Race Track Business Plan

CaseSolutions.com



CaseSolutions.com





MISSION STATEMENT

Zoya's Jewels mission is to be among the most recognized jewelry brand in the world, providing its customers with quality jewelry pieces and services.

SPECIFIC GOALS and OBJECTIVES

The Objectives of Zoya's Jewels includes the following:

To create an exclusive jewelry store that would provide jewelry – neck pieces, bracelets, bangles, wedding and engagement rings, rings, chains as well as the Nigerian handmade traditional jewelry pieces.

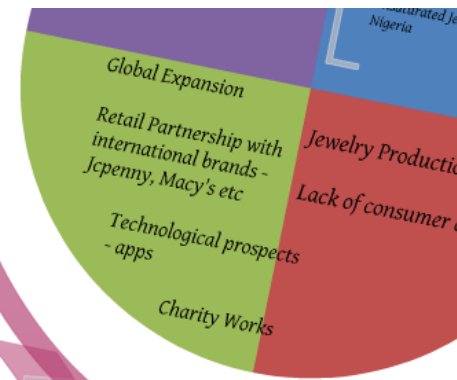
To establish a brand name in the international jewelry industry.

To build a lasting relationship with customers by providing services such as, an interactive community for our targeted consumers, like blogs, active engagement, flash sales, and an active social networking and company community.

To build a lasting relationship with vendors.

To impact the lives of people/organizations that come in contact with Zoya's Jewels.

To make an impact in the economy by being a driving force in the jewelry industry.
Above all Zoya's Jewels is about People, Quality, Society and Profit.





TARGET MARKET

Zoya's Jewels target market are males and females between the ages of 18 – 50.

For a start, the brand would be focusing on targets in Nigeria and the United States.