



Diamond Developers-Measuring Sustainability Harvard Case Solution & Analysis

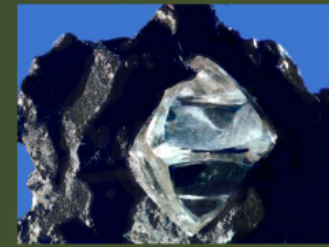
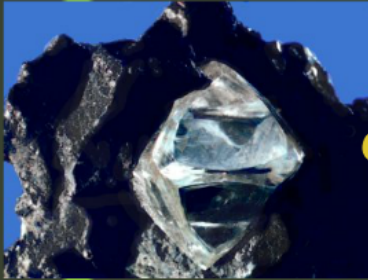
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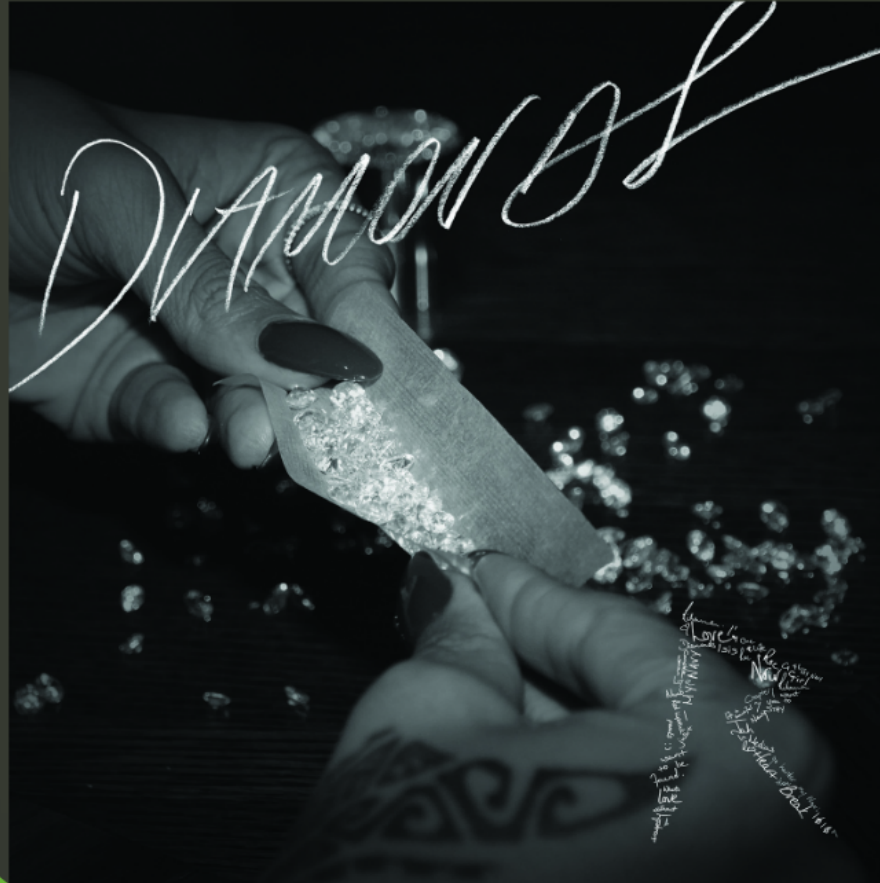
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HOOK
*Did you know
the word
"Diamond"
comes from the
greek word
"atoms" and
this means
unconquerable
and in
"destructible"*




It was over 4,000 years ago that the first diamonds were mined in India, in alluvial deposits of the stone along the rivers Krishna, Penner and Godavari.




HISTORY

The story of the modern diamond market really begins on the African continent, with the 1866 discovery of diamonds in Kimberley, South Africa. Entrepreneur Cecil Rhodes established De Beers Consolidated Mines Limited 22 years later, in 1888. By 1900, De Beers, through its mines in South Africa, controlled an estimated 90 percent of the world's production of rough diamonds.





As the April birthstone, diamonds are the ideal gift for a loved one. And now you have more choices than ever. Get creative and give the ultimate gift of beauty: a fancy-color diamond. Fancy-color diamonds are natural, rare and truly exotic gem of the earth. Diamonds in hues of yellow, red, pink, blue, and green range in intensity from faint to vivid and generally the more saturated the color, the higher the value. In fact, diamonds sparkling with intense color are rare and may be priced higher than a colorless diamond of equal size. Because fancy-color diamonds are very desirable, color is sometimes introduced in a laboratory. These are correctly called color-treated diamonds. When purchasing a fancy-color diamond, the shopper should ask if any enhancements or treatments were used to improve its color and/or clarity.



The South African sources affected many segments of the diamond industry. This was especially true as diamond mining moved from the surface to farther underground. Because of the huge costs and comparatively low yields involved, the new sources forced the development of more efficient mining techniques. They created the need for better marketing. They also led to advances in cutting and polishing—advances that increased efficiency, reduced costs, and enhanced the appearance of finished stones.

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END