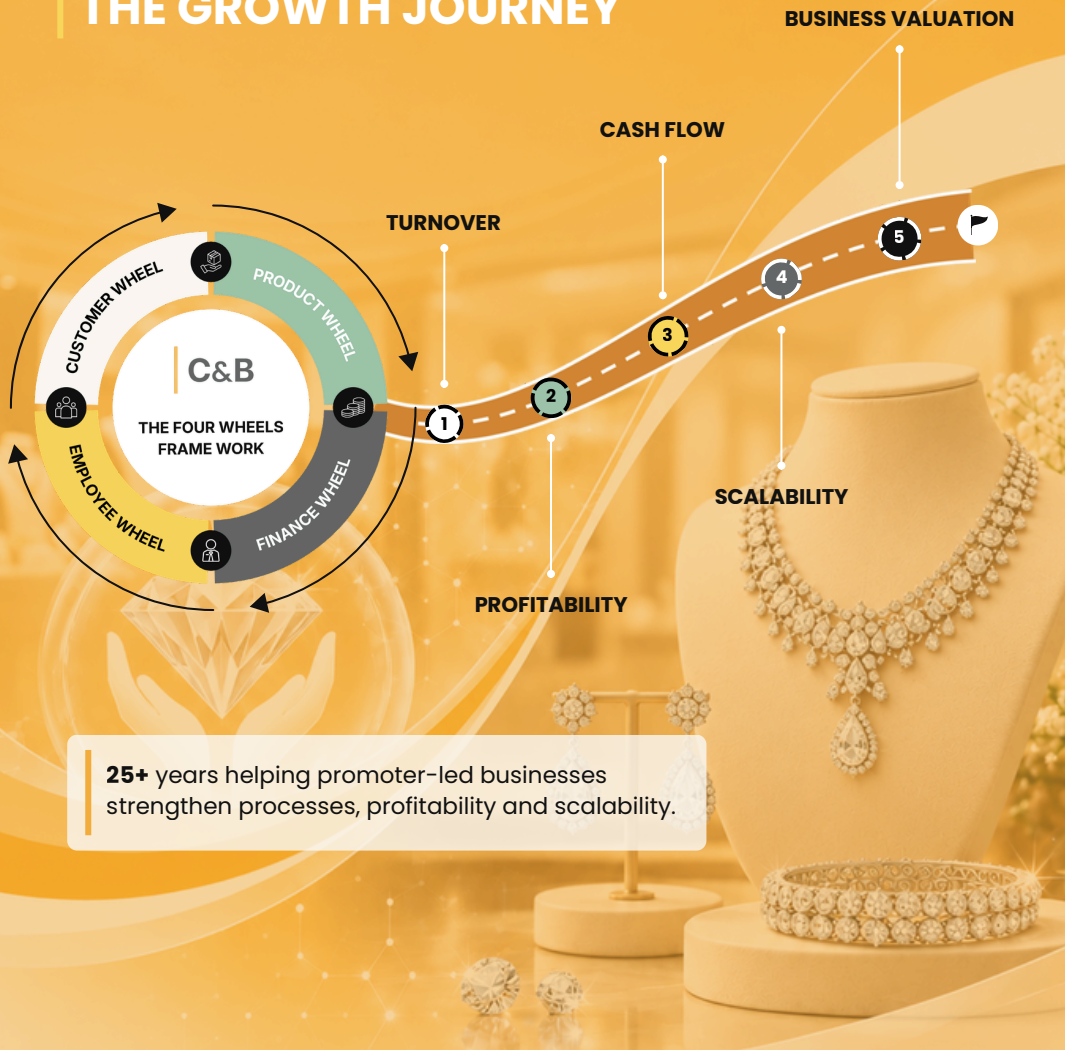


BUILD A JEWELLERY BUSINESS THAT EARNS MORE, GENERATES CASH, SCALES & CREATES VALUE

THE GROWTH JOURNEY



THE FOUR WHEELS OF A PROFITABLE JEWELLERY BUSINESS



CUSTOMERS

01

Do I know where customers come from, what I spend to acquire them and how much they generate?

- Sales targets and incentives
- Customer segmentation & retention
- Sales training program (in-house)
- Marketing & social-media ROI



PRODUCT

02

Do I have the right stock, in the right store, at the right price and margin?

- Optimal stock levels and STR
- Category planning & replenishment
- Vendor & pricing discipline
- Chit, job worker & old gold reco.



PEOPLE

03

Does every employee know what is expected, how performance is measured and how it is rewarded?

- Role & hierarchy clarity
- Employee KPIs
- Product & customer training
- Rewards & recognition



FINANCE

04

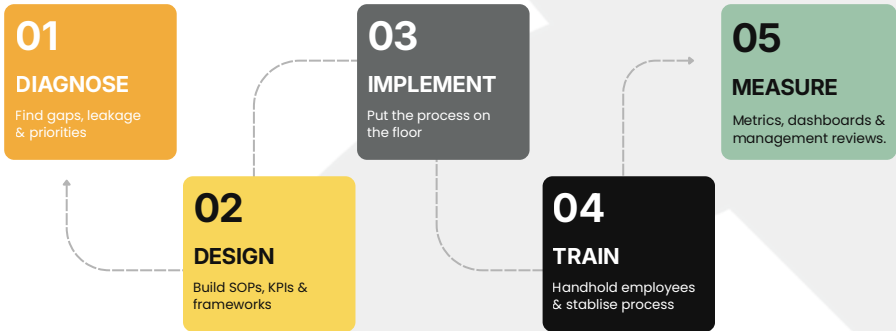
Can I trace earned profit into actual cash and use it for future growth?

- Gross / net margin visibility
- Store-wise profitability
- Cash flow and expense control
- MIS, compliance & reconciliation

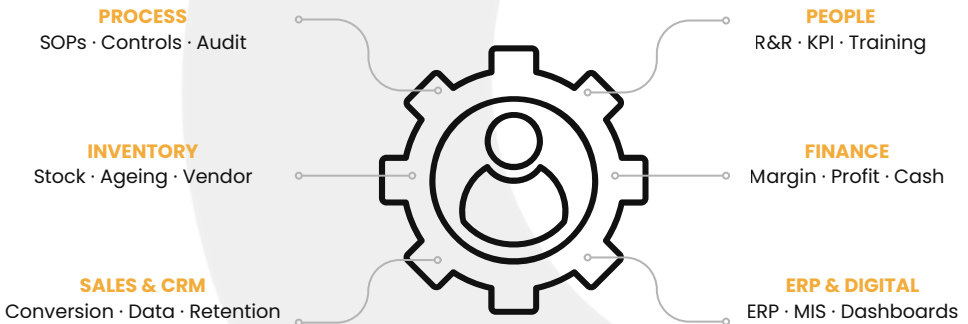
HOW C&B WORKS WITH JEWELLERY BUSINESSES



OUR 5-STEP ENGAGEMENT PROCESS



CAPABILITY MAP



15–25%

Faster stock rotation

1–2%

Leakage control

20–25%

Repeat-sales growth

30 DAYS

Monthly review culture

YOUR JEWELLERY BUSINESS

CAN BE MORE PROFITABLE.
CAN GENERATE MORE CASH.
CAN SCALE WITH CONFIDENCE.
CAN MAXIMISE ITS VALUE

Beyond

C&B is a multidisciplinary consulting firm that helps you strengthen your operations, finances, and overall strategy. Our services cover management consulting, audit & assurance, corporate finance, and taxation.

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044 35502193 / +91 98403 99513
info@candbindia.com
www.candbindia.com



450, Poonamallee High Rd,
(above renault car showroom)
Kilpauk, Chennai, Tamil Nadu 600010.

