

# Plataforma global digital de joyería de lujo



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## Plataforma global digital de joyería de lujo

Esta oportunidad consiste en una plataforma de joyería de lujo con primacía digital diseñada para vender joyería fina de alto valor medio de pedido (AOV) a escala. Construida como una entidad nativa digital desde el principio, la empresa ha eludido las limitaciones de los modelos minoristas heredados incorporando la automatización y las ventas conversacionales en sus operaciones básicas. La oferta incluye un sistema operativo transferible que combina el valor de la marca con una pila tecnológica totalmente integrada, lista para un crecimiento internacional inmediato.

### Diferenciadores básicos

- **Conversión online probada:** Éxito demostrado en la conversión de ventas de joyería de lujo de alto AOV a través de canales digitales..
- **Comercio conversacional:** Los embudos de ventas están totalmente integrados con WhatsApp e Instagram DM para facilitar las transacciones de alto valor.
- **Pila tecnológica integrada:** Funciona con una plataforma propia de extremo a extremo que abarca comercio electrónico, CRM, flujos de trabajo de producción, logística y finanzas..
- **Automatización escalable:** Los sistemas están altamente automatizados para eliminar la introducción manual de datos, lo que permite el crecimiento sin un aumento lineal de la plantilla..
- **Experiencia a medida:** Sólidas capacidades en piezas a medida y personalizadas para satisfacer la creciente demanda entrante.

### Motores estratégicos de crecimiento

La plataforma se articula en torno a palancas modulares que permiten al comprador activar el crecimiento en función de sus prioridades estratégicas específicas:

- **Expansión geográfica:** Un modelo publicitario de prueba y escala basado en ROAS para la adquisición digital internacional.
- **Nuevas Verticales:** Capacidad para poner en marcha iniciativas anilladas, como colecciones de joyas cultivadas en laboratorio..
- **Diversidad de canales:** Oportunidades para la integración en el mercado, la venta en directo y la distribución dirigida por socios.
- **Presencia física selectiva:** Potencial de puntos de contacto físicos a través de corners o consignas cuando esté estratégicamente justificado..

TARGET PRICE

\$ 6,500,000

BUSINESS TYPE

Negocios en Internet

COUNTRY

Estados Unidos

BUSINESS ID

L#20260972

## Justificación estratégica para los compradores

Este activo está posicionado para proporcionar capacidad operativa inmediata y reducir significativamente el riesgo de ejecución para varios tipos de compradores:

- **Grupos minoristas:** Para una rápida aceleración digital sin alteración interna de los modelos heredados.
- **Plataformas de comercio electrónico:** Para añadir un vertical de lujo de alto VAO a una cartera existente.
- **Grupos de fabricación:** Para lograr la integración vertical y obtener acceso directo al consumidor (DTC).
- **Compradores financieros:** En busca de una plataforma con un activo que ya ha entrado en su fase de escala.

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