

ABSTRACT

This project is concerned about the marketing development plan of Gesswein jewelry equipment and tools. At first, we will talk about the whole picture of marketing by referring to the concept of marketing to understand how to make a marketing development plan step by step and also to have enough information about marketing.

The next part is about the whole industry which is jewelry's industry. We have to look through this industry to check that it will grow or not because this industry has direct effect with our equipment and tools. Therefore, we have to find the information of this industry in the past and we can estimate the future of this industry which is our target market. Then, we have to also find out about our competitors because we have to know that how many competitors we have so we can plan to compete with them.

After we get all the information, we will make a marketing development plan for our company step by step. At first, we will set our mission, objectives and goals then we will make our marketing strategy and marketing mix to help our company to increase the sales volume at the end of year. After planning, we will implement and evaluate it under time frame of short-term, intermediate-term and long-term plan.

The last part is conclusions and recommendations, where conclusion of each chapter will be found and recommendation to help this marketing development plan to be more successful in the future as well as giving information for the people of interested in this industry. Furthermore, other people who are not in this industry can use this project to be a guideline for marketing development.