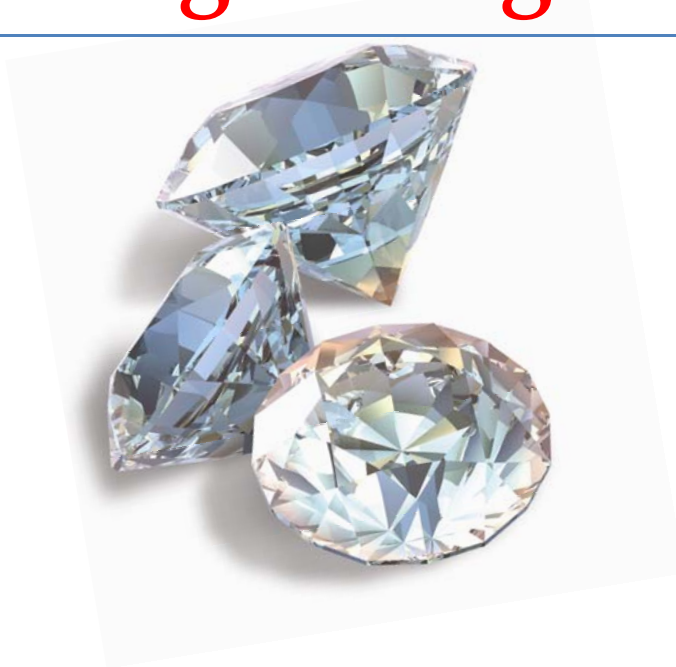




# GN Diamond Spotlight Program

---



GN Diamond. 800 Chestnut Street, Suite 206. Philadelphia, PA 19107

1-800-724-8810      [www.gndiamond.com](http://www.gndiamond.com)

# GN Diamond Spotlight Program

---

**GN Diamond** has created a program that “spotlights” our fast selling products to help you increase your turn on your inventory. In understanding the challenges of keeping a business profitable, we have broken this program down into **key** price points for your diamond departments:

Loose Diamonds

Diamond Rings

Diamond Anniversary Rings

Diamond Pendants

Diamond Earrings



**Our goal is to help you grow your business!**

Wishing you continued success,  
Asaf Herskovitz and the GN Staff

## Focus Business Management Overview

Focus is an inventory management reporting system that supplies retailers with the tools and knowledge necessary to increase gross profits, effectively manage debt and improve staff performance.



### Key Points:

- 20% of inventory produces 80% of sales. Focus reports shows retailers who supplies that 20% of profit building inventory. In clear concise reports, Focus illustrates 'action plans' showing retailers who to buy from and what to reorder.
- 8-10 suppliers account for 70-80% of retail sales. Choosing suppliers who provide 'fast selling' merchandise that results in high 'inventory turn' is key.

Based on your store's volume Focus provides customized Sales Plans or action Plans that breakdown each department of your inventory:

1. Price Points
2. # of Sales
3. % of Sales
4. Avg ticket of Sales
5. Required Stock
6. Cost of Sales
7. Mark-up of Stock
8. Stock Turn

Your Diamond Departments: Loose, Diamond rings, Anniversary Rings, Diamond Earrings, Pendants and Bracelets account for approximately 70% of a store's volume.

Examples:

**2million:**

- Required Stock: 208 units
- # of Sales: 385
- % of Sales: 62.7%
- Avg Sale: \$3260
- Stock: \$387,652
- Cost of Sales: \$518,672
- Mark Up: 142% (59% GP)
- Stock Turn: 1.3X

**5million:**

- Required Stock: 294 units
- # of Sales: 524
- % of Sales: 62.7%
- Avg Sale: \$5982
- Stock: \$930,536
- Cost of Sales: \$1,296,681
- Mark Up: 142% (59% GP)
- Stock Turn: 1.4X

**10million:**

- Required Stock: 327 units
- #of Sales: 699
- %of Sales: 63.0%
- Avg Sale: \$9010
- Stock: \$1,857,907
- Cost of Sales: \$2,724,125
- Mark Up: 131% (57%GP)
- Stock Turn: 1.5X



## **GN Diamonds & Focus Business Management Institute Agreement**



GN Diamonds and Focus Business Management Institute have entered into a relationship whose principal purpose is to improve the sales and profitability of Focus Clients through the sale of GN products.

Both parties agree there are no “exclusive” rights granted by either party. Both parties will continue working with other suppliers and retails without limitation.

GN Diamond’s efforts will include the following:

1. The one for one exchange of all paid in full, unsold merchandise at the end of 180-days. Unsold items will be exchanged for FastSellers; Loose for Loose, and Finished for Finished.
2. After 12-months, GN will exchange all, paid in full, unsold merchandise on a one for one basis. The Retailer will provide GN with additional merchandise equal to 15% of the dollar value being returned.
3. All merchandise is subject to inspection and must be returned in original condition.
4. GN will replenish re-orders within three to five working days.
5. Special Orders for Loose merchandise will be replenished within two to three weeks.
6. Special Orders for Finished Goods will be replenished within two to four weeks.
7. GN will review for purchase loose diamonds of 1cwt or larger. Payment for any purchase will be for cash or additional FastSelling stock.

Focus Business Management Institute’s efforts will include the following:

1. Focus Client’s commit to re-ordering within three business days all GN merchandise that sells in one hundred and eighty days.
2. Focus Client’s will provide GN with Supplier Focus Reports on a monthly basis.

# GN Diamond Spotlight Program Representatives

---

Darci Aselage: **Director** [darci@gndiamond.com](mailto:darci@gndiamond.com)

**Cell: 937-597-8100**

Tova Rosenbaum: **Co-Director** [tova@gndiamond.com](mailto:tova@gndiamond.com)

**Office: 800-724-8810 Ext# 4445**

## **Team Directors:**

Kate Rudley [kate@gndiamond.com](mailto:kate@gndiamond.com)

**800-724-8810 Ext# 4412**

Jeff Orner [jeff@gndiamond.com](mailto:jeff@gndiamond.com)

**800-724-8810 Ext#4404**

Ellen Short [ellen@gndiamond.com](mailto:ellen@gndiamond.com)

**800-724-8810 Ext#4411**

David Greenfield [david@gndiamond.com](mailto:david@gndiamond.com)

**800-724-8810 Ext#4448**

# GN Diamond Spotlight Reorder

---

Company: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Contact: \_\_\_\_\_

Date: \_\_\_\_\_

Style #	Carat Wt	Quality	Metal	Size	Qty	Last Cost	Spec Instructions
---------	----------	---------	-------	------	-----	-----------	-------------------

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



PLEASE FAX TO: 215-238-4442