

JUBILEE SEES GLITTER IN 'RECOVERY'

THE NATION

Jubilee Enterprise aims to increase its sales by 15 per cent this year and plans to launch 10 flagship stores offering more than 100 new collections. President and chief financial officer Unyarat Pornprakit said Jubilee believed that the diamond market had the potential to grow 10 per cent this year thanks to the recovery of the economy.

The company foresees a sales boost from its "The Best of Carat" promotion offering quality diamonds imported from Belgium.

Unyarat said it had seen sales success because customers had confidence in the quality of the Jubilee brand. "Moreover, Jubilee has launched new collections continuously. Currently it offers more than 100," she said.

"The company has set aside a marketing budget of 5-7 per cent of revenue for promotion activities. This marketing business plan will drive sales growth of at least 15 per cent when compared with sales last year. [Jubilee] will aim to increase its market share to 13 per cent from its current 11 per cent."

The company will also launch 10 flagship stores to boost sales in Bangkok as well as other provinces this year. The first flagship store will be at Future Park Rangsit covering 40 square metres. The store will employ an adviser to help customers find the diamond that meets their needs.