

De Beers

Parent Company

De Beers Group

Category

Jewellery and Diamonds

Sector

Lifestyle and Retail

Tagline/ Slogan

Diamonds are forever

USP

One of the biggest diamond brands in the world

STP

Segment

Women who love diamond jewellery

Target Group

Urban women premium and upper class

Positioning

Diamonds are a special gift which last forever

SWOT Analysis

Strengths

1. De Beers employs approximately 20,000 people around the world
2. It is one of the biggest companies in the diamond industry, mining, trading and manufacturing
3. Offers premium diamond jewelry which include necklaces, rings, bracelets, gifts etc through 50+ countries
4. Strong brand name and brand equity globally
5. De Beers is known for its association with international celebrities as brand ambassadors
6. Excellent branding and marketing making it a top-of-the-mind brand

Weaknesses

1. Strong competition from other brands means limited market share growth
2. Preference of people choosing gold over diamond, making it a premium product for occasions

Opportunities

1. It can increase its presence in global markets
2. Acquisition of smaller businesses to increase brand position and reach
3. Tie-ups with corporate and business partners

Threats

1. Trends change quickly, hence innovations and R&D are investments
2. Economic fluctuations mean people decrease their spending
3. Govt policies, taxes etc also affect the premium jewellery segment

Competition

Competitors

1. Tiffany & Co

2. Bulgari

3. Cartier

4. Blue Nile

5. Swarovski Crystal