

2025



ARSHAMEH

NATURE MEETS ART IN SHAJAR STONE

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CONTENT/

/ ABOUT

/ MARKET OUTLOOK

/ STP

/ PRODUCT LINE

/ 4PS

/ DISTRIBUTION STRATEGY

/ COMPETITOR OUTLOOK

/ CUSTOMER JOURNEY & CRM

/ PROMOTIONAL TACTICS

/ EXECUTION PLAN & KPIS

/ IMPACT & NEXT STEPS





ABOUT/

1. Mission

Arshameh is named in honor of a boy with Down syndrome whose spirit guides our work. We handcraft one-of-a-kind jewelry from Shajar stone, blending Iranian artistry with modern design. We work in small batches with careful attention to detail so each piece can be worn and cherished for years. A share of every purchase supports the Down Syndrome Association of Iran.

VISION/

2.Vision

To be a reputable, transparent house for Shajar-stone jewelry and Isfahan Qalamzani (traditional Persian hand-engraving on metal from Isfahan). We will scale carefully, publish annual impact reports, and measure success through piece longevity and repeat patronage.





MARKET GAP

- Many jewelry options feel mass-made and generic.
- Buyers want one-of-a-kind pieces, visible craft, and transparent impact.
- Cultural/heritage craft rarely meets modern e-commerce expectations.



OUR SOLUTION

- Shajar × Qalamzani: nature's patterns set in hand-engraved Isfahan metalwork.
- Three paths: Ready Jewelry, Custom Orders, Loose Stones.
- Clear sourcing & an annual impact update.



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- One-of-one stones (documented with a story card)
- Visible Persian craftsmanship (Qalamzani signatures)
- Calm, limited releases + light personalization
- Transparent giving to the Down Syndrome community



UNIQUE SELLING PROPOSITION

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Attention: macro reels, bench shots, limited drops

Interest: stone stories, making-of clips

Desire: custom size/metal/engraving, reviews, numbered pieces

Action: D2C checkout / “Reserve your stone” / WhatsApp consult

P/9

AIDA MODEL



Segmentation

- **Demographic:** Women 25–45; gift buyers 25–55 (partners/friends/family); mid–high income; culture/arts-interested.
- **Geographic:** Urban US & Europe (design/cultural hubs); diaspora Iranians; event/fair attendees.
- **Psychographic:** Seek uniqueness and heritage craft; value transparency, small-batch quality, and meaningful purchases.
- **Behavioral:** Discover via Instagram/TikTok/Etsy; willing to pay for customization; purchase for self-expression and gifting; keep items for the long term



TARGETING

- **Primary:** Women 25–45 in the US/EU who prefer one-of-a-kind, artisan pieces and shop online; AOV mid-to-premium; active on IG/TikTok.
- **Secondary:** Gift buyers 25–55 seeking meaningful, well-presented gifts (story card, elegant packaging).
- **Tertiary:** Cultural/design enthusiasts & collectors (incl. diaspora Iranians) interested in Persian craftsmanship; open to custom commissions.

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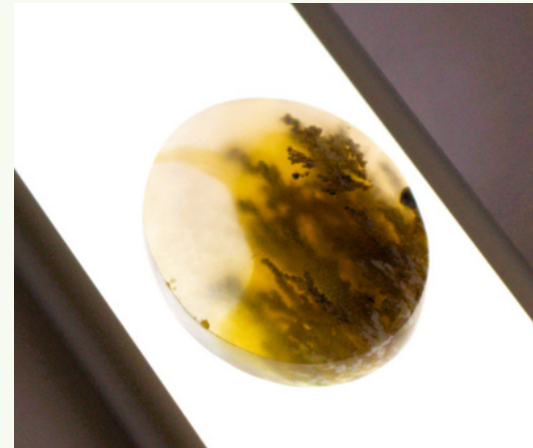
POSITIONING & VALUE

Value proposition

- Truly unique pieces (one-of-one stones; numbered small batches).
- Heritage engraving (Qalamzani) with contemporary styling.
- Light customization (size/metal/engraving) and considered service.
- Transparent giving and sourcing.

Positioning

For customers who seek jewelry with genuine craftsmanship and a clear story, Arshameh offers one-of-a-kind Shajar-stone pieces set in Isfahan Qalamzani—blending Persian heritage with modern design. We work in small batches, stay transparent about sourcing and impact, and dedicate a share of each purchase to the Down Syndrome community.





Product

- Lines, materials, personalization, packaging (story card, care card)
- Lead-times (Ready & Custom)

Price & Place

- Value-based bands; price parity; D2C perk (free engraving)
- Channels: D2C + Etsy; pop-ups/fairs; selective retail

Promotion

- Pillars: Nature × Craft, One-of-one, Transparent impact
- Creators/UGC/PR + seasonal drops (Mother's Day, Nowruz, Holidays)

MARKETING MIX

CUSTOMER JOURNEY



CRM & EXECUTION / KPIS

- **90-day plan (3 rows):** Launch / Reach / Focus
- **KPIs:** CR $\geq 1.5\%$, AOV $\geq \text{€}150$, 30 orders/mo, on-time dispatch $\geq 95\%$, UGC ≥ 20
- **Impact:** donation tracker & artisan credits on 100% product pages



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THANK YOU

Nikki Vaez