



The Company of Master Jewellers

We are individually strong.
Together we thrive.

The CMJ is an organisation **established** by independent retailers... and **still** led by leading independent retailers today.

Your independence is sacrosanct...
we do not restrict; our objective is to enhance
and improve your business

40+
years

Industry body, with over 40 years' experience **providing support and services** to the independent jewellery market.



Industry **award-winning** service provider.



The CMJ **operates as a non-profit organisation**. As a full member, any profits are reinvested and are issued annually as retrospective rebates.



You are not restricted, mandated or limited to CMJ suppliers or services. We completely respect you are an independent business and your entitlement to operate as such.



We work...

with progressive
independent retailers

across the UK & Ireland

We enable retailers to utilise our support and services specifically designed to enhance their business model and growth performance.

We ensure the independent watch and jewellery retail sector **remains a relevant and significant market**, by...

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- Ensuring the sector remains on the strategic radar of this industry's leading suppliers.
 - Providing a menu of commercial and operational services.
 - These services are designed to **support and enhance** independent retailers to remain a compelling, appealing and competitive proposition for today's consumer.

We complete...
**a thorough & selective
process to determine**
our members



We listen to feedback from other industry players (suppliers, associations etc) and research independent retailers as potential members where we believe we have identified mutual benefits.

Our selection criteria:

- Strong watch and jewellery presence.
- Established omni-channel routes to market, or platform to develop.
- Established marketing: consumer engagement channels, including via social media platforms, or potential to develop.
- Offering a portfolio of services, from repairs, bespoke, and remodeling to finance packages, or potential to develop.
- Industry engaged as a business. Member of other industry bodies.
- Offers a compelling business proposition, one that represents the independent sector and the high street of their respective geographical region.



We...
support & enhance
the businesses of
our members

The 10 key areas

10 key areas have been designed and refined to enhance a retailer's competitiveness and to enable them to provide a more compelling and appealing consumer offering.

Market leading terms...
with market leading brands.



As a collective of independent retailers, we have secured market leading terms from market leading brands & service suppliers across all the key categories.

Therefore, **you are guaranteed the best commercial and credit terms** for the independent sector if and when you utilise these suppliers.

1

We proactively manage the commercial, marketing and service aspects of our supplier members on your behalf.



Therefore, you will have **access to marketing, promotions, launches and all exclusive offers to the CMJ.**

You will get access to quality marketing, POS and digital assets.

The team will also represent you with on any product or service matters and on any collective suggestions / feedback you and the wider group have for the supply chain.

2

Our data and insights team is constantly analysing the market, reviewing data & insights across brands, products, and trends.



It ensures the portfolio of suppliers remains current and progressive with the brands and products in highest demand.



It ensures we are quick to respond and instant to inform our retail members on any key market trends.



It enables us to produce reports for our members, accumulating all the key insights sourced across all the leading insights and research providers, into one tailored and easy to consume insights report.

3

Therefore, you can have the confidence that if you are trading through the CMJ supplier base, it is a base focused on the categories of growth, the key suppliers driving that growth and at the best market terms available.

Our team constantly monitors the promotional activity of the leading national / multiple retailers.



This ensures you will have a rolling three-month overview of historical promotional activity, enabling you to plan around projected competitor activity.



This rolling forecast will be supported by monthly snapshots of actual promotional activity so that any differences to projection are highlighted as quickly as possible.



This same insight enables the CMJ leadership team to engage with the relevant brand / suppliers to challenge any deals that undermine the competitiveness of the independent retailing offer.

Therefore, you can plan your promotional activity ahead of time to either offset or differentiate from your competition, keeping abreast of promotional activity as it occurs, with the peace of mind we are working with the leadership within each supplier.

4

Our events team is responsible for hosting annual trade and networking events exclusive to the CMJ supplier and retailer members.

The exclusivity of these events is designed to ensure:

- Improved commercial deals only available on the day and better than any deal available on the high street.
- The opportunity to witness new launches / seasonal lines earlier than the wider market.
- The opportunity to benefit from exclusive lines, products, promotional or marketing activities.
- The chance to network with potential brands / suppliers and with your peer set from the independent retailing sector.
- The opportunity to benefit from insights, seminars and expert guidance.

Therefore, you are guaranteed more competitive commercials, access to exclusives and promotions, the chance to see “newness” ahead of the market and the chance to learn from experts.

5

Our digital development team can evaluate your existing omni-channel status.



Our team can provide suggestions ranging from **“quick wins” to augmented reality opportunities.**

You will also have access to our selected consultants and experts who can advise and support across your e-commerce / digital channels and any further SEO developments.

6

Our operations and service team helps free up our members' time, resource and capital through collaborations with trusted partners.



The operations and service team ensures that collaborations with preferred partners catering for wider retailing operational and service requirements are in place. We tender the market for the most relevant and leading packages across areas such as:

Insurance, HR, staff loyalty / retention, finance schemes, store layout / presentation, security and wider utility provisions.

An objective of the CMJ is to minimise effort, including the time and resource needed to devote to these and other necessary functions of retail so that you can instead apply the maximum time to trade and to your customers.



We have a menu of market leading providers offering solutions specifically for the watch and jewellery trade and at competitive terms.

Our marketing team is responsible for delivering effective marketing campaigns and maintaining fluid communication channels for our members.



The team manages all our communication channels, from WhatsApp and webinars, to our Growth and Learning Network & Trade and Networking Events.

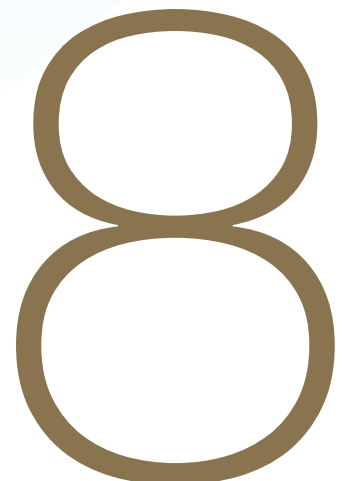


The team also coordinates marketing activity and materials from our suppliers and communicates brand and product updates.



Your membership also entitles you a free subscription to the *Retail Jeweller* physical and online publications.

The CMJ's objective is to make sure we keep you up-to-date, abreast of market activity and connected to your fellow independents and the wider market.



Our finance and invoicing platform has the ability to capture valuable and otherwise inaccessible sales data.



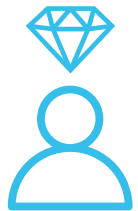
With the ability to capture very detailed sales data across each of the retail members, it not only details the sales of specific product lines or specification performances, but it also shares their rate of sale during different seasons or promotional activities. This is across watches and more importantly jewellery, which is information less accessible in the wider market.

This information is available to share with the group and enables you to make **informed commercial decisions based on the data, insights and trends identified.**

9

Our accounts team handles all our members' invoices from CMJ suppliers in one simple statement.

Our accounts department is a highly experienced team and is empowered to engage proactively with retailers and suppliers to facilitate the payment process.



The team will process all of your CMJ supplier's invoices.

They produce a single statement on a monthly basis outlining all the payments.

You pay the CMJ centrally in one payment covering the balance on the statement.

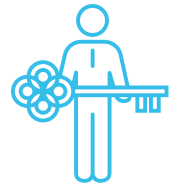
This is designed to minimise your accounts process and the resource, time and effort required to complete this.

10

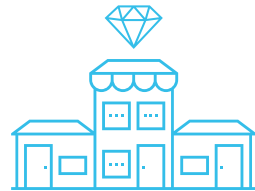
To summarise...



The CMJ operates as a non-profit industry body, keen to seek out progressive independent retailers from the watch and jewellery sector.



You will **100% maintain your independence**. You can choose how much or how little of the CMJ's support you wish to use.



We are focused on **working with progressive retailers** capable of playing their part, that with our support ensure the independent sector remains relevant and significant.



We devote all our time to constantly **refining the service and support provisions** we provide to achieve this fundamental purpose.



We are an award-winning organisation, **founded and still led by leading independent retailers today**.



OUR PROMISE

We operate as a non-profit organisation dedicated to maintaining and growing a jewellery industry built upon a foundation of leading-edge independent retailers.

This means you always remain fully independent and any profits we make will always be invested into the retail membership or returned to you through an annual retrospective rebate payment.

The recognised hallmark for leading
independent jewellery retailers





For any queries, please contact:

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