

# Rebranding and Marketing for Pearl Wholesaler

## PROJECT DETAILS

📁 Advertising & Marketing

📅 Jan. 2017 - Ongoing

💰 \$10,000 to \$49,999

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## PROJECT SUMMARY

Plus972 served as a business consultant for a pearl wholesaler. Their team assisted with strategy, print marketing, and rebranding.

## PROJECT FEEDBACK

The rebranding has been successful, leading to an influx of new clients. Plus972 provides a personal touch to their engagements. Their team is adaptable and dedicated, leading to a successful ongoing relationship.



## The Client

Please describe your company and your position there.

We at Eliko Pearl Co. are importers of Cultured Pearls. We sell loose pearls and strands to designers, manufacturers and retailers around the United States. I, Raphael Basalely am Vice President of the company. I am heavily involved in both buying and selling.

-  **Raphael Basalely**  
VP, Eliko Pearl Co.
-  **Consumer products**
-  **1-10 Employees**
-  **New York, New York**

## The Challenge

For what projects/services did your company hire Plus972?

We hired Plus972 as consultants to our business to help with general business consulting, marketing, and b2b initiatives as well as creating content for print marketing.

What were your goals for this project?

Our goals for the project were to reach a wider audience as well as enhance our company image to our existing customers

### CLIENT RATING

**5.0**

Overall Score

Quality:	5.0
Schedule:	4.5
Cost:	4.5
Would Refer:	5.0





## The Approach

### How did you select this vendor?

We selected Plus972 based on their reputation for professionalism and quality of their work. Reuben was also able to give us personal attention which we really valued for our needs.

### What was the team composition?

We have worked closely with Reuben, the owner of Plus972 who has lent his time and efforts to help us enhance our business

## The Outcome

### Can you share any outcomes from the project that demonstrate progress or success?

Our branding efforts have been very successful. The print and design work that was done for us, especially in promoting our new decorated pearls and faceted pearls had great reception and translated to sales. We continue to acquire new customers, many through social media in which we use the graphic design that was provided from Plus972.

### How effective was the workflow between your team and theirs?

The workflow has been very good. We have had many meetings and follow meetings between our team and Reuben and his associates both in person and on the phone. We have ongoing projects that require constant communication and collaboration. Feedback response has been satisfactory and we continue to improve the working relationship.





## What did you find most impressive about this company?

The first thing that comes to mind is the personal touch of the owner and the attention to detail that can be counted on. Larger companies that we have used in the past have been slow to respond or unresponsive and underlings often did not take any accountability for projects. This is not the case with Plus972.

## Are there any areas for improvement?

We value the quality of work and service given above all, which are areas where Plus972 has succeeded. Could things get done faster? Sure. But we are not willing to sacrifice either quality or service for those ends.

