

Proof of Concept Scheme

PROJECT SUMMARY

Project Leader Name: ROBERTO TUCCI	
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Enterprise / Company / Institution: CREATIONS BIJEM LTEE.	
Project Title: CBL – ONLINE PRODUCT DEVELOPMENT AND PRODUCTION OPTIMIZATION	
TECHNICAL ABSTRACT (200 words or less)	Include Potential Commercial Applications
<p>➤ CBL OPERATES SINCE 25 YEARS IN THE JEWELRY MANUFACTURING AND INTERNATIONAL DISTRIBUTION OF DIVERSIFIED COLLECTIONS OF JEWELRY PRODUCTS; SINCE THE 2010 FINANCIAL CRISIS MANUFACTURING COMPANIES OPERATING IN THIS SECTOR HAVE EXPERIENCED INCREASING DIFFICULTIES TO PROVIDE CONSTANT UPDATE OF OUR PRODUCT DEVELOPMENT TO B2B AND B2C CLIENTS AND RESPOND TIMELY AND EFFICIENTLY TO THEIR REQUESTS ; SUCH DIFFICULTIES HAVE BEEN FURTHER INCREASED BY THE RECENT COVID PANDEMIC SITUATION AND OUR CAPACITY TO RESPOND WITH INNOVATIVE AND TECHNOLOGICALLY ADVANCED SOLUTIONS IS BECOMING A DECISIVE FACTOR FOR THE SURVIVAL IN A, MORE THAN EVER COMPETITIVE, GLOBAL ENVIRONMENT.</p> <p>➤ THE PROJECT AIM TO DEVELOP AND IMPLEMENT SIMULTANEUSLY IN THE INTERNATIONAL MARKETS :</p> <ul style="list-style-type: none">• AN ADVANCED AND INNOVATIVE ONLINE PROGRAM INTEGRATING A GRAPHIC CONFIGURATOR CAPABLE TO OFFER OUR CLIENTS A LARGE NUMBER OF MULTI-OPTION VARIANTS OF THE MODELS' RANGE, DETAILED ANALYSIS OF CLIENT'S RESPONSE, CLICK TO RETURN (CTR) AND RETURN ON ADVERTISEMENT (ROA) ANALYSIS TO OPTIMIZE THE PRODUCT DEVELOPMENT'S OFFER• IMPLEMENT A HIGH-TECH GRAPHIC (3D - CAD) AND PROTOTYPING (3D PRINTING) COORDINATED WITH THE MULTI-OPTIONS VARIANTS RESULTING FROM THE CONFIGURATOR AND SYNCRONIZED WITH THE PRODUCTION MANAGEMENT• OPTIMIZE TIME-RESPONSE AND PRODUCTIVITY EFFICIENCY THROUGH THE DEVELOPMENT AND COORDINATION OF THE INTEGRATED MANAGEMENT INFORMATIC SYSTEM (IMIS) IN LINE WITH THE ABOVE APPLICATIONS. <p>THE IMMEDIATE COMMERCIAL APPLICATION RESULTING FROM THE DEVELOPMENT OF THE ABOVE PROGRAM WOULD ENTAIL:</p> <ul style="list-style-type: none">• EXPAND CONSIDERABLY THE TARGET MARKETS• IMPROVE EFFICIENCY AND RESPONSE TIME FROM/TO B2B AND B2C CLIENTS• ANALYZE CLIENTS' RESPONSE TO INCREASE OFFER'S FOCUS• OPTIMIZE MARKETING TOOLS AND INVESTMENTS.	

- ✓ ONLINE DEVELOPMENT
- ✓ OFFER/REQUEST PERSONALIZATION
- ✓ PRODUCTION EFFICIENCY
- ✓ INTEGRATED MANAGEMENT
- ✓ ANALYTICAL OPTIMIZATION

Key Words to Identify Research (8 maximum)