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*Expansion Strategy for Infinitem Through the Creation of a
Premium Event-Focused Jewelry Line*

Jennifer Verdeny Rivero



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Expansion Strategy for *Infinitem* Through the Creation of a Premium Event-Focused Jewelry Line

Bachelor's Degree in Business Administration



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Acknowledgement

*To my dad,
For sacrificing everything for me, and even more.
I love you, always.*

*To my university friends,
For making my time at university a bittersweet chapter: one I am proud to close, yet not
fully ready to leave behind.*

*To Inés,
For believing in me and helping bring an idea to life.*

*To Alicia,
For giving me a little piece of Infinitum,
Because I no longer just wear it on my fingers, wrists and neck, but carry it in my heart.*

*But above all, to my mum, the most important person in my life.
To whom I am bound not by blood, but by a bond that destiny chose to write in a different
way.
There are not enough words to thank you for everything you have done and continue to
do for me.
Because the life I have today would not have been possible without you.
Because everything I am, I owe to you.
This work is as much yours as it is mine.
Simply, thank you.*

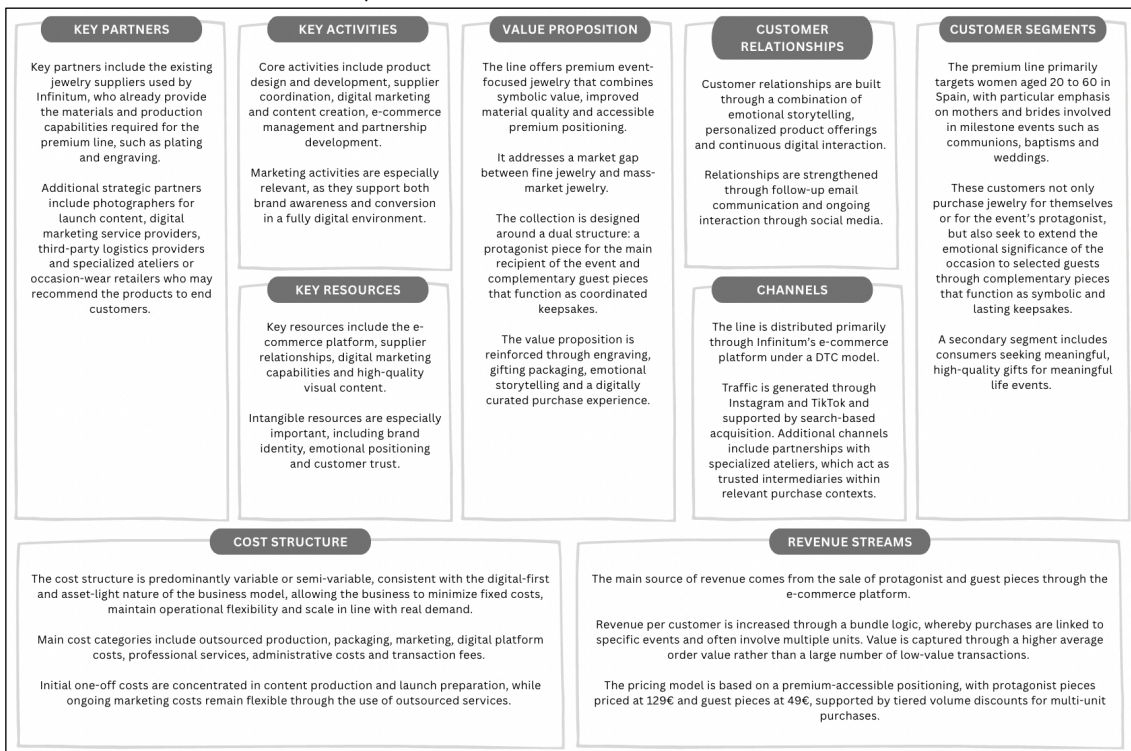
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1. Executive summary

The present Final Degree Project develops and assesses the launch of *Infinitem: Shared Milestones*, a premium event-focused jewelry line within *Infinitem*, a Spanish digital demi-fine jewelry brand. The main objective of this paper is to evaluate whether this brand extension is a viable and scalable growth opportunity that can generate sustainable economic value, supported by market validation, as well as by solid financial projections, thereby going beyond conceptual attractiveness.

To synthesize the core logic of the proposed business model, the Business Model Canvas of the premium line is presented below.

Figure 1.
Business Model Canvas of *Infinitem's* premium line *Infinitem: Shared Milestones*.



Note. Author's own elaboration (2026).

The proposal addresses a clearly identified market opportunity in the jewelry sector. While traditional fine jewelry remains highly priced and out of reach for many people, mass-market jewelry frequently falls short in durability and symbolic value. Hence, there is a growing demand for jewelry products that combine sentimental significance, perceived quality and affordable pricing. This demand is especially noticeable in the context of life events such as weddings, baptisms and first communions, occasions characterized by a higher willingness to pay and a strong gifting component. The

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proposed premium line, *Infinitum: Shared Milestones*, is therefore positioned as an accessible premium solution that bridges the gap between mass-market and traditional fine jewelry, presenting a distinctive value proposition aligned with market trends and consumer preferences.

The business model is based on a digital, asset-light structure that operates under a direct-to-consumer (DTC) e-commerce model and relies on social media channels like Instagram and TikTok, as well as search-based traffic. Its value proposition revolves around emotionally significant, event-focused jewelry with personalized engravings, symbolic packaging and a compelling narrative centered on converting ephemeral moments into lasting memories. The cost structure is predominantly variable, relying on outsourced production and flexible marketing expenditure, allowing *Infinitum* to minimize its fixed costs, lower financial risk and scale gradually in line with demand.

The analysis integrates primary and secondary research together with a Minimum Viable Product (MVP) validation procedure. On the one hand, from a macro viewpoint, the jewelry market and particularly the demi-fine segment, show consistent growth driven by evolving consumer preferences for affordable premium products with sentimental value. On the other hand, from a micro viewpoint, primary research and MVP testing offer solid empirical validation, demonstrating a high level of consumer interest in event-tailored jewelry, a clear willingness to pay for higher quality products and a favorable perception of premium extensions within established brands. Additionally, the concept's commercial viability is reinforced by the simulated purchase environment, confirming that genuine purchase intention is generated when the proposal is showcased in a realistic digital context.

The marketing strategy follows a phased approach that aligns with demand seasonality and consumer behavior. Initial efforts include content creation, supplier coordination and platform preparation, followed by a systematic marketing activation that incorporates emotive storytelling, product-focused communication and conversion-driven campaigns. To ensure alignment with the customer decision-making process, marketing expenditure is concentrated in the months prior to peak event periods. The strategy creates a multi-channel acquisition model that combines organic content, user-generated content, selective paid media and partnerships with specialized ateliers and occasion wear retailers so as to strike a balance between reach, credibility and cost efficiency.

From a financial perspective, the forecasts show a realistic and steadily growing trajectory. The first financial year mirrors a partial commercial cycle, whereby sales are concentrated in peak event months after the initial setup phase. In spite of this, the business reaches early-stage profitability thanks to its high gross margins and low cost structure. As the business grows, performance stabilizes and expands, driven by enhanced brand awareness, effective marketing and the formation of strategic

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partnerships. The model operates under a low-capital intensity structure that allows growth to be financed by means of its internal resources, lowering financial risk and improving long-term sustainability.

Despite the project's strong potential, a number of risks have been identified, including limited brand recognition outside of the founder's network, limitations on product tangibility in an online setting and demand volatility associated with event seasonality. Targeted mitigation strategies, such as improved visual content, pre-order systems, demand-driven production and a phased launch strategy, are implemented to address such risks and ensure controlled growth and alignment with real market conditions.

Regarding the project's impact, it is in line with the eighth Sustainable Development Goal: Decent Work and Economic Growth. Not only does it foster economic growth by developing a scalable digital business model with revenue potential and long-term job creation, but it supports decent work too through the formalization of supplier relationships, adherence to European material and safety regulations and the incorporation of specialized external services. Moreover, adopting a demand-driven, low-inventory production approach contributes to a more efficient use of resources and helps reduce overproduction.

In conclusion, the study confirms the proposal to be a strategically coherent, operationally feasible and financially viable project. The endeavor is a credible and promising growth opportunity, supported by industry trends and empirical confirmation, as well as by a scalable and low-risk business model. Even though certain obstacles are yet to be overcome, especially with regard to brand awareness and online product perception, these are addressable within the suggested framework, thus supporting the implementation of the project in a phased and controlled manner.

Keywords: Premium jewelry; Demi-fine segment; E-commerce business model; Event-based consumption; Sustainable growth.

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2. Background and Motivation

Infinitum is a Spanish jewelry brand established in 2024 as an e-commerce entrepreneurial venture. Its creation is grounded in the professional experience of its founder, Alicia Calvet,, who co-directs a consulting firm and had previously engaged in a jewelry business case. This exposure to both the product and the business model, together with her understanding of the industry's potential, inspired the founder to create a unique proposition tailored to a digital environment.

Since its founding, *Infinitum* has adopted an exclusively online model. This strategic decision has enabled the brand to minimize expenses associated with physical premises and staffing, reallocating these resources to improve the quality of the products delivered to the consumer. Such an approach demonstrates a strong commitment to operational effectiveness without compromising brand experience or product safety standards.

The brand's essence is rooted in the concept of infinity, defined as the limitless combinations, styles, ages and ways in which jewelry can be worn. This idea is closely connected to durability, both conceptually, as evidenced by the brand's name, and practically, through its value proposition, which offers pieces that are designed to last over time, adaptable to numerous contexts and aesthetically pleasing without the high prices associated with traditional luxury jewelry. Its motto, *we want your soul to shine*, reinforces this sentimental and aspirational vision, emphasizing the link between personal expression and the jewelry piece itself.

Infinitum positions itself between high-end luxury jewelry and mass-market jewelry. Its goal is to offer high-quality fashion jewelry at a reasonable price, paying special attention to product safety and legal compliance, ensuring the absence of harmful materials like nickel or lead, together with a transparent, customer-oriented return policy.

Despite the coherence of its digital model, the firm faces a noticeable challenge: consumers perceive their products as of low quality because of their affordable prices and the lack of a physical store for in-person interaction with the product. Market feedback has exposed a need for opportunities to see and try the jewelry firsthand, bringing about the consideration of a showroom, an immersive space free from the financial risks and inventory obligations of traditional retail stores.

It is within this context that the idea of developing a higher-quality and higher-margin line emerges. The proposed collection would remain consistent with the brand's DNA and target audience while addressing the company's need to enhance quality perception and brand positioning.

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The focus of this thesis is, therefore, the creation of a premium line within *Infinitem*, geared toward special occasions, such as weddings, baptisms and communions. This new collection would be characterized by its higher-quality, higher-perceived-value pieces, designed as long-lasting, symbolic jewelry for both the event's protagonist and its guests, who would receive a keepsake that immortalizes the occasion.

While *Infinitem* maintains a commitment to accessibility, this approach may unintentionally result in a perception of inferior quality, particularly in the e-commerce environment. Consequently, a premium line would enable the brand to reposition itself, reinforce credibility and prove its capability to offer high-value products without compromising affordability.

This strategy is consistent with practices successfully implemented by well-known brands in the industry. Examples include *Tous* with *TOUS Atelier*, *Pandora* with *Pandora Timeless* and *Swarovski* with *Swarovski Fine Jewelry* (*TOUS Atelier*, n.d.; *Pandora Timeless*, n.d.; *Swarovski*, n.d.). In all these cases, the premium extensions maintain the brands' original DNA while enhancing the products' quality, design, craftsmanship and durability, drawing in new customer segments and improving the overall brand perception.

The selection of this project originates from a deeply personal and professional reason. My interests have always revolved around fashion and, particularly, the luxury industry. Developing a premium line within a brand like *Infinitem* offers me a direct way to engage in a professional field I am passionate about, combining creativity, brand strategy and business analysis. Being this close to real-world business operations boosts my involvement, intrinsic motivation and dedication to producing a high-quality project.

I believe I am particularly qualified to create and carry out this proposal for several reasons. Not only do I approach the project with genuine passion and enthusiasm, which translates into interest, commitment and curiosity, but I possess fitting skills too, including strategic brand vision, aesthetic sensitivity, customer orientation and analytical capability. Furthermore, I hold the LVMH certificate with a specialization in Creation & Branding and Retail & Customer Experience. This course has provided me with a thorough understanding of luxury brand and product development, brand DNA maintenance and customer experience optimization across physical and digital environments. These insights are directly applicable to *Infinitem's* goal of improving its market positioning while preserving brand coherence and accessibility.

Considering all this, my academic background together with my specialized training and personal motivation allow me to effectively assess, design and rationalize the feasibility of a premium line in *Infinitem*. The project is approached from a realistic, strategic standpoint fully aligned with current trends in the luxury jewelry market.

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3. Market analysis

3.1. Primary Market Research

To complement the secondary data analysis and validate the proposed premium event-focused jewelry line, primary market research was conducted. This research aimed to identify trends, preferences and attitudes among the brand's target market.

The main objectives of the primary research were to:

- Assess consumer interest in symbolic, event-tailored jewelry.
- Evaluate the willingness to pay higher prices for superior quality.
- Understand perceptions of premium extensions within demi-fine jewelry brands.
- Explore the role of jewelry in milestone occasions and intergenerational gifting.
- Test the alignment of the suggested premium line with *Infinitem's* brand positioning and consumer expectations.

3.1.1. Methodology

A hybrid methodological approach that combined quantitative and qualitative research techniques was adopted with the aim of providing both breadth and depth of insight.

An online survey was carried out and distributed digitally among consumers who fit *Infinitem's* target market. The survey gathered a total of 22 valid responses and included both open and closed-ended questions with Likert scales as well as multiple-choice formats. The survey focused on purchase motivations, price sensitivity, opinions on high-end jewelry, gift-giving behavior and attitudes towards event-related collections. It should be highlighted the fact that the questionnaire was designed in Spanish, since Spain constitutes the target market, thereby allowing participants to interact with the survey under more realistic conditions.

In regard to the sample profile, participants were chosen strategically to mirror *Infinitem's* target audience. The sample was primarily composed of women aged between 20 and 50, with a deliberate emphasis on the mother-daughter dynamic, reflecting the brand's intergenerational appeal. Respondents were jewelry consumers, specifically of demi-fine or accessible premium jewelry and were based in Spanish cities, aligning with *Infinitem's* main market and distribution channels. Although the sample size is limited, it offers relevant directional insights into consumer expectations and market fit.

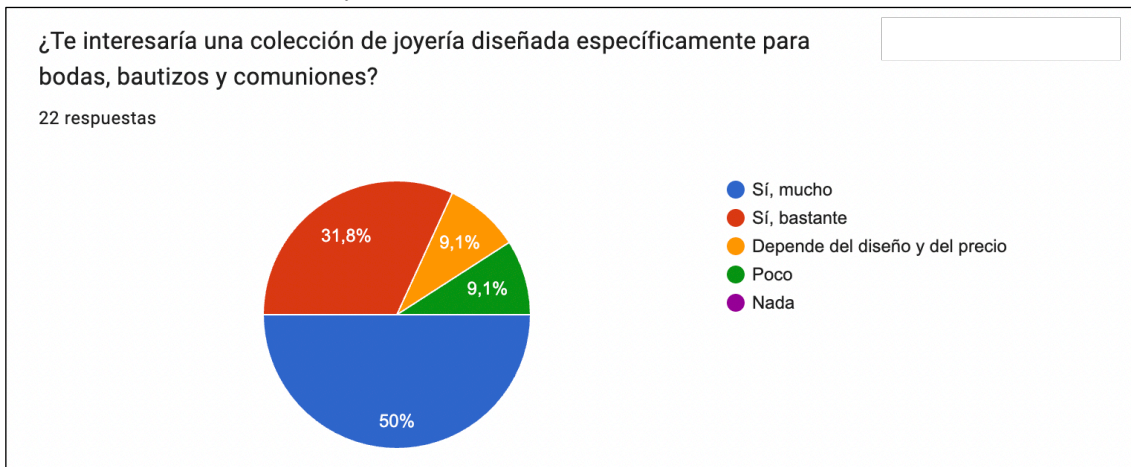
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3.1.2. Key Findings

The results of the primary research show strong alignment between the proposed premium event-focused line and consumer expectations.

As illustrated below, over 80% of survey respondents demonstrated explicit interest in event-tailored jewelry, with weddings (81.8%), communions (81.8%) and baptisms (77.3%) carrying the deepest emotional and symbolic value. Participants characterized jewelry purchased for these life events as “memory objects” or “emotional investments”, emphasizing the non-functional role of jewelry in such contexts.

Figure 2.
Interest in an Event-Focused Jewelry Collection.

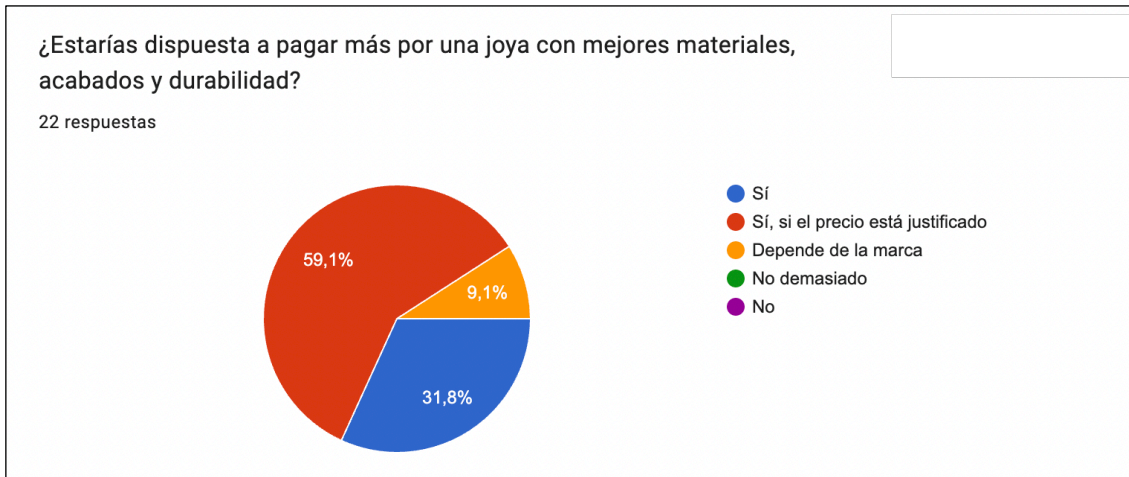


Note. Author's own elaboration based on survey results (2026).

In terms of pricing and quality, Figure 3 indicates that 90.9% of respondents expressed a strong willingness to pay a higher price for jewelry of higher quality (68.2%), durability (36.4%) and design (72.7%), as long as the brand is trustworthy and transparent. Respondents did not associate higher price solely with luxury positioning, but rather with finer materials, refined finishes and long-term value, consistent with demi-fine expectations.

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Figure 3.
Willingness to Pay More for Higher-Quality Jewelry.



Note. Author's own elaboration based on survey results (2026).

Finally, participants emphasized jewelry as a sentimental item to be passed down across generations, highlighting the relevance of event-based collections that commemorate shared family milestones. Several participants, moreover, noted a gap in the market for jewelry that combines premium quality, symbolic meaning and accessible brand positioning, suggesting that current offerings are either too informal or overly positioned as traditional fine jewelry, all of which directly supports the strategic rationale behind *Infinitem's* proposed premium line.

3.1.3. Limitations

It should be highlighted that the primary research is subject to limitations related to sample size and geographic scope that should not be overlooked and, therefore, the findings should be interpreted as exploratory rather than conclusive. Nevertheless, when contrasted with the secondary research findings, the results provide meaningful validation of consumer interest.

3.2. Secondary Market Research

In order to provide an exhaustive assessment of the jewelry market in Europe and particularly in Spain, two complementary frameworks have been employed: PEST Analysis and Porter's Five Forces. By combining these methods, the secondary market research analysis captures both the macro-level trends influencing jewelry consumption and the micro-level competitive forces that shape opportunities for differentiation.

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3.2.1. Macro-Environment Analysis: PEST Analysis

Political and Legal Factors

Europe's jewelry and accessories industry is subject to a strict regulatory framework designed to protect the consumer and guarantee product safety. The European Chemicals Agency's (ECHA) REACH regulation is one of the most important regulations affecting the sector. This law restricts the use of harmful materials such as lead, cadmium and nickel in jewelry items commercialized within the European Union, requiring manufacturers and importers to comply with stringent guidelines and, in many cases, conduct laboratory testing to ensure compliance (Compliance Gate, 2022).

To add on, jewelry companies operating in Spain must comply with hallmarking regulations, certifying the purity of precious metals like gold, silver and platinum, thereby serving as an official assurance of authenticity and quality. By standardizing quality control marks, the Hallmarking Convention further "simplifies the trade of precious metals among the signatory states" (Compliance Gate, 2022).

From a fiscal perspective, import duties and VAT also impact pricing strategies and margins. Due to VAT rate increases and raw material price volatility, jewelry retailers have been forced to absorb part of these costs so as to remain competitive (Fortune Business Insights, 2026). Even though these fiscal and legal requirements increase operational complexity, they also increase entry barriers, favoring brands that comply with quality, safety and transparency.

These regulatory requirements are applicable to the jewelry sector as a whole and particularly relevant for brands positioning themselves in the premium and demi-fine segments, where trust and material safety drive consumer decision-making.

Economic Factors

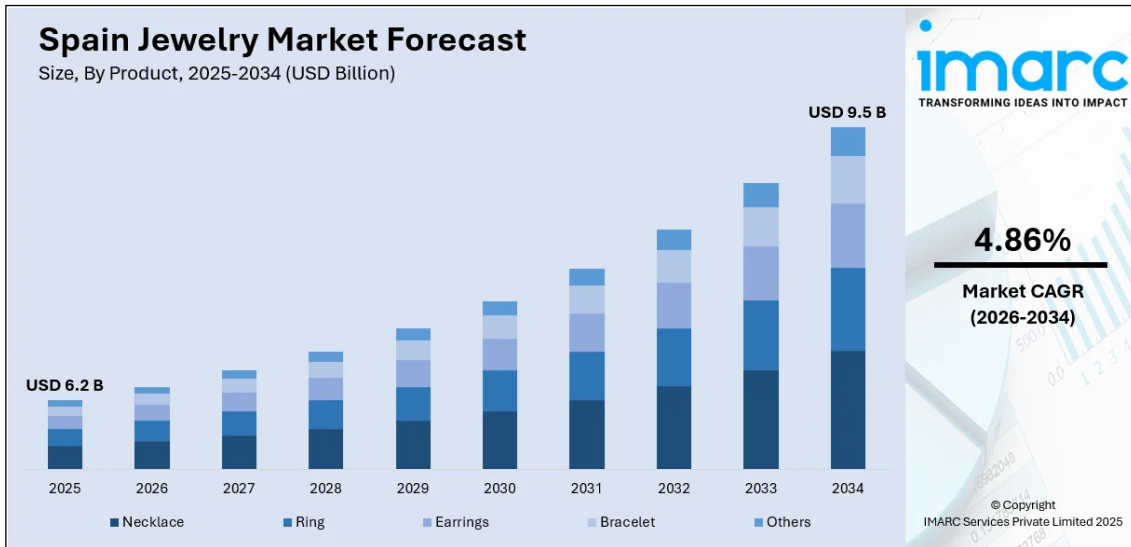
The global fashion and accessories industry is currently operating in a macroeconomic context of moderate growth and increased uncertainty. According to McKinsey & Company (2025), "the global fashion industry will post low single-digit growth in 2026", driven by inflationary pressures, geopolitical uncertainty and increasingly value-conscious consumers. GDP growth in Europe is predicted to remain stable, supported by resilient labor markets, despite consumers' continuous cautious spending behavior.

In spite of these challenges, when comparing the jewelry sector to other fashion categories, it has shown noteworthy resilience. Jewelry prices have risen more slowly than those of apparel (McKinsey & Company, 2025), reinforcing the appeal of jewelry as a long-lasting purchase and an emotional investment. As stated by IMARC Group (2025)

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and illustrated below, the Spanish jewelry market size “reached USD 6.2 billion in 2025” and “is expected to reach USD 9.5 billion by 2034, exhibiting a growth rate of 4.86%”.

Figure 4.
Spain Jewelry Market Forecast by Product, 2025-2034



Note. From IMARC Group (2025), Spain Jewelry Market Forecast. Retrieved from https://www.imarcgroup.com/spain-jewelry-market?utm_source=.

As for the demi-fine jewelry segment, the category to which established brands such as *Tous*, *Pandora* and *Swarovski* belong and all of which combine affordable prices with noble or semi-precious materials, it is one of the most dynamic niches in emergence. On the authority of Grand View Research (2024), the Spanish demi-fine jewelry market is projected to grow at a CAGR of 13% between 2025 and 2030, generating revenues of approximately USD 79.5 million. Particularly in the mid-market segment, this growth reflects consumer demand for higher perceived quality without the financial constraints associated with traditional fine jewelry.

Social and Cultural Factors

In the jewelry market, consumer preferences are evolving substantially. Transparency, ethical sourcing and sustainability are key purchase drivers, especially for younger consumers (Deloitte, 2026). At the same time, jewelry is no longer solely associated with ceremonial events, but with emotional significance, self-expression and personal milestones too.

As explained by Deloitte (2026), beyond everyday use, jewelry is becoming increasingly linked to specific life events. For instance, baby showers, professional promotions and personal achievements are emerging as important occasions for purchasing jewelry. Lightweight, multipurpose pieces suitable for everyday wear that combine emotional

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value with usability are becoming more popular among consumers, a shift that supports the creation of occasion-specific collections, such as the premium event-focused line proposed for *Infinitum*.

These changes are particularly noticeable among Millennials and Gen Z, despite generational differences. Older consumers place greater emphasis on design, craftsmanship and tradition, whereas Millennials and Gen Z prioritize certifications, authenticity and value for money (Euromonitor, 2024). In particular, Gen Z consumers are digitally native and trend-oriented, using social media as a channel for both purchase and discovery.

Technological Factors

The fashion and jewelry industries are being continuously reshaped due to technology. E-commerce is expanding globally, with worldwide e-commerce revenues in the fashion sector reaching USD 770.9 billion in 2024 (Statista, 2024). Online fashion sales in Spain reached around 6€ billion in 2022, indicating the increasing importance of digital channels.

On the authority of Statista (2024), emerging technologies, such as virtual try-on tools and augmented reality, are boosting online conversion rates by reducing uncertainty and improving the online customer experience. Artificial intelligence is also becoming a strategic need, as it is being applied in multiple areas, among them customer service, personalization, product discovery and digital marketing (McKinsey, 2025).

These technological trends shape not only the macro-environment, but also the concrete competitive dynamics of the jewelry industry, which are analysed in the following section. Not only that, but they are especially relevant for *Infinitum*, whose core sales channel is e-commerce. The integration of advanced digital tools can help overcome quality barriers and strengthen trust.

3.2.2. Industry Analysis: Porter's Five Forces

Threat of New Entrants

Due to a combination of digital accessibility and significant structural barriers, the threat of new entrants in the Spanish jewelry sector can be considered moderate to high.

On one hand, digital-native companies can operate with relatively low initial investment, taking advantage of social media and e-commerce platforms to reach targeted audiences without the cost of physical retail space. According to consumer data (Modelos de Plan de Negocios, 2025), the Spanish online jewelry market alone is

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expected to grow by approximately 14% per year, from 1.54€ billion in 2024 to 1.78€ billion in 2025, indicating a strong digital growth trajectory that removes entry barriers for e-commerce startups.

On the other hand, however, powerful barriers limit new competitors' entry in the industry. To start off, brand credibility and consumer trust are paramount in jewelry purchases, which often carry symbolic value. Well-known brands like *Tous*, *Pandora* and *Swarovski* benefit from high brand recognition and consumer engagement, making it difficult for new firms to gain comparable trust and visibility immediately. In addition, regulatory compliance with European material standards and chemical safety, like the REACH regulation and hallmarking, requires rigorous testing and certifications that represent an entry cost and increase entry complexity. Another entry obstacle originates from consumer expectations for quality and authenticity, particularly in above low-cost jewelry market segments. Even if a continuous flow of new micro-brand entrants can be identified, unique offerings require investment not only in design, but in ethical sourcing and quality assurance too (Market Data Forecast, 2025). Lastly, the growing preference for sustainable practices, including the use of recycled metals and the employment of transparent supply chains, forces new entrants to demonstrate credentials in order to compete effectively, further raising the bar for those who want to newly enter the market.

Taking all these conditions into account, it can be concluded that while entry may be easier at the lower end of the jewelry market spectrum, barriers increase significantly as brands move toward premium or demi-fine positioning, given that achieving a competitive advantage in such categories requires regulatory compliance and investment in brand development.

Bargaining Power of Suppliers

Suppliers' bargaining power in the jewelry industry is moderate. Pricing and cost structures are influenced by suppliers of raw materials such as metals, gemstones and certified components. Global commodity price fluctuations can have a direct impact on production costs for materials like gold, silver and ethically-sourced gemstones.

This dynamic becomes especially pronounced in demi-fine jewelry, where material quality and certification add value. Suppliers who offer certified, sustainable or ethically sourced materials frequently set premium pricing due to the added value that compliance and traceability bring about, something highly important for firms targeting quality-focused segments. Nevertheless, industry initiatives, such as diversified sourcing channels, the use of alternative materials like vermeil, sterling silver and plated alloys, to name but a few, and worldwide supplier networks that reduce dependence on single sources limit supplier power. In other words, while suppliers have control over cost and

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material quality, jewelry brands, especially those operating in mid-tier, accessible premium segments, retain leverage through sourcing choices and supply diversification.

Bargaining Power of Buyers

The bargaining power of buyers in the jewelry sector is high due to pricing transparency, substitute availability and ease of comparison. Buyers can nowadays access exhaustive product information, ease of comparison and brand reviews on digital platforms, gaining negotiation power.

Within the accessible and demi-fine segments, brands like *Pandora* and *Swarovski* compete fiercely in the accessible jewelry category, with a variety of price points and product offerings that raise consumer expectations for quality and value. Consumers can easily shop around between such established brands and new entrants, increasing switching behavior and pressuring prices downwards.

Moreover, consumer data indicates that consumers' preferences for jewelry are influenced by emotional as well as ethical considerations, such as sustainability, personalization and brand values, raising buyer expectations (Market Data Forecast, 2025). Consequently, consumers influence pricing, product features and brand loyalty programs, therefore putting pressure on businesses that are unable to differentiate themselves properly from competitors.

Threat of Substitutes

The threat of substitutes in the jewelry market is moderate, given that jewelry competes with fashion accessories like watches and bags. In fact, in the European market, the fashion accessories segment overlaps with the jewelry market, as many consumers use fashion items as a way to reflect their personal style without the costly purchase of traditional jewelry.

In consumers' wardrobes, jewelry brands coexist with large fast-fashion brands like H&M and Zara, making substitution an alternative for price-sensitive consumers or trend-seekers. Despite this, jewelry conserves intrinsic emotional and cultural value that many substitutes cannot fully replicate, especially in the context of gifting or commemorating life events, strengthening its position in relation to substitutes. Subcategories like online personalization and custom design are becoming increasingly popular, however, traditional jewelry categories, such as necklaces, rings and earrings continue to represent the key segments of consumer expenditure. Hence, the persistent symbolic significance of jewelry, particularly in milestone events, moderates the influence of substitutes, even when these exist and appeal to overlapping consumer motivations.

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Competitive Rivalry

Competitive rivalry within the jewelry industry is high and multifaceted, encompassing multiple tiers of brands with diverse positioning strategies. The jewelry market includes globally recognized luxury houses, accessible luxury players, regional competitors and digital-native brands, each of them competing for market share and customer conversion.

At a broader industry level, the jewelry market in Europe was valued at USD 37.3 billion in 2024 and is expected to reach approximately USD 57.0 billion by 2033, growing at a CAGR of 5.0% (“Europe Jewelry Market (2025 - 2033),” n.d.) These figures imply a sizeable competitive market where well-known luxury houses like *Cartier*, *Bulgari* and *Chopard*, which possess significant market influence through heritage, craftsmanship and global retail presence, coexist with mass-market and digital-native brands.

Within this competitive landscape, the demi-fine market is one of the most dynamic and competitive segments. Demi-fine jewelry brands like *Pandora*, *Tous* and *Swarovski* occupy the upper middle segment and benefit from omnichannel distribution, worldwide brand awareness and wider price accessibility. For instance, in 2024, *Tous* reported a record 523€ million in revenue, with digital channels representing 23.5% of total sales, illustrating the importance of multi-channel engagement so as to remain competitive (Lamor, 2025).

Furthermore, the demi-fine segment constitutes a niche that is rapidly expanding and intensifying competition. As indicated by Grand View Horizon (n.d.), the European demi-fine market generated a revenue of approximately USD 537.2 million in 2024 and is expected to almost double to USD 1,067.6 million by 2030, at a CAGR of 12.6%. Spain, in particular, accounted for approximately USD 39.2 million of this segment in 2024 and is forecasted to grow to USD 79.5 million by 2030, at an estimated CAGR of 13% (Grand View Horizon, n.d.).

Apart from branded competition, numerous independent designers and digital-native brands compete for attention. Industry reports consistently describe the jewelry market as a fragmented market where competition is fierce and no single firm exercises significant control, all of which encourages innovation but also puts pressure on prices.

Overall, this intense rivalry stems from customer segments that overlap, and the heightened need for strong brand positioning and strategic marketing expenditure to maintain and grow market share.

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3.3. Market Analysis Conclusions

The insights from both primary and secondary market research provide a coherent and solid justification for the proposed line.

On the one hand, secondary research proves that the jewelry market, and particularly the demi-fine segment, is experiencing sustained growth due to consumer demand for jewelry with high perceived value, emotional connection and durability without the financial obstacles associated with traditional fine jewelry. Macro-level trends, including evolving social behaviors related to self-expression, milestone consumption and gifting across generations further support the relevance of symbolic occasion-driven jewelry. On the other hand, primary research supports the previous findings by confirming consumer interest in event-focused collections, willingness to pay higher prices for higher quality and acceptance of premium extensions within existing demi-fine businesses. The qualitative insights also reveal an unsatisfied need for jewelry that connects emotional symbolism with accessible premium offerings.

Together, these findings demonstrate that the proposed business concept not only aligns with market trends, but responds to validated consumer expectations too. The launch of such a collection represents a cohesive and market-supported opportunity for *Infinitum* to improve brand value, strengthen emotional engagement and grow sustainably in the demi-fine jewelry segment.

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4. Business model definition

4.1. Business Concept and Value Proposition

In light of the above, the launch of a premium line designed specifically for symbolic life events such as weddings, baptisms and communions, positioned at a higher price point and aimed at generating greater margins than the brand's core offering is proposed.

Rather than a repositioning of the brand, the suggested line constitutes a strategic extension that will allow *Infinitum* to elevate its perceived value while maintaining its core proposition of accessibility and perdurability. The collection operates under a dual logic: a higher-quality, more refined piece for the protagonist of the event and a complementary piece for guests as a meaningful and lasting keepsake. The proposed extension responds directly to a gap in the market that was identified in the prior external analysis, that is, the lack of accessible jewelry that combines emotional value, quality and reasonable pricing, positioned between mass-market and traditional fine jewelry.

Infinitum's value proposition is rooted in the concept of infinity. The brand's name itself reflects the idea of infinite styles, infinite combinations, infinite ages and infinite ways of wearing jewelry, reinforcing the idea that its products transcend trends and moments. The new premium line strengthens this proposition by enhancing the quality of its materials, finishes and packaging presentation, while maintaining its price accessibility in relation to fine jewelry alternatives. In this way, *Infinitum* offers consumers a chance to wear or gift jewelry that has a refined design, is emotionally meaningful and low-risk, without the financial barrier of luxury jewelry.

The target market is broad yet clearly defined. *Infinitum* primarily addresses middle-class consumers searching for versatile, aesthetic and accessible jewelry without having to sacrifice quality. The core target audience includes women aged between 20 and 60, with special emphasis on the mother-daughter dynamic, allowing pieces to be passed on from generation to generation. At the same time, the firm actively seeks to strengthen its appeal among younger consumers, particularly Gen Z and Millennials, who represent the future core segment of the category as time passes by and they grow. The premium line is also aimed at attracting event-driven customers who need jewelry suitable for formal occasions and gifting.

The premium line is able to differentiate itself from existing competitors by combining strategic positioning and operational decisions. Unlike traditional jewelry brands, which are characterized by high fixed costs and a network of physical retail premises, *Infinitum* operates with a digital business model that sets the focus on flexibility, scalability and direct-to-consumer (DTC) relationships. Not only that, but the brand emphasizes legal compliance, material safety and guarantees, thereby reducing the perceived risk

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common in online jewelry purchases. Furthermore, *Infinitum's* brand identity revolves around emotional storytelling and symbolic value instead of around status-driven luxury, differentiating the brand from both mass-market and fine jewelry companies. The introduction of a premium line follows a logic analogical to those strategies adopted by *Tous*, *Pandora* or *Swarovski*, brands that have successfully entered higher-quality markets while maintaining brand accessibility.

From an operational perspective, the development of the premium event-focused jewelry line requires a limited number of key resources and activities. These include product design and development, certified suppliers, digital infrastructure and enhanced visual content. Currently, the brand's sales are largely driven by personal networks and exposure on social media platforms, whereby approximately 85% of the purchases come from the founder's direct environment and 15% are generated organically through Instagram. While this proves the importance of trust and word-of-mouth, it also reveals an important need to improve product visuals online. As a result, a key planned activity identified is the creation of professional content, including modeled photography, so as to enable customers to better visualize scale, fit and quality in the digital environment where *Infinitum* operates.

As for the business' cost structure, it remains light due to the limited inventory commitments and the absence of a permanent physical store. Fixed costs primarily derive from digital tools, branding, website maintenance and administrative requirements, whereas variable costs include production, packaging, logistics and marketing campaigns.

The launch of the premium event-focused line is forecasted to generate additional revenue for *Infinitum* by means of a cyclical, recurrent demand linked to life events such as weddings, baptisms and communions. Unlike the firm's core offering, which is driven by everyday purchases, the premium line targets customers who have a specific purchase occasion and a higher willingness to pay, given that the product is purchased for symbolic, gifting purposes instead of for everyday consumption. Additionally, these milestone events take place annually and across different periods of the year, which creates a stable and predictable revenue flow over time and reduces dependence on short-term trends or singular seasonal peaks.

4.2. Vision

Infinitum aspires to let life's ephemeral celebrations live beyond the moment.

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4.3. Mission and Values

The mission of *Infinitum*'s premium line is to design and commercialize an event-focused jewelry collection that offers high material quality, certified safety and elevated design at an accessible price point, allowing customers to gift and wear pieces that convey quality, care and lasting value.

This mission highlights the practical role that the premium line plays within *Infinitum*: its purpose is not to redefine the brand as a luxury one, but to introduce a distinctive product portfolio that enhances perceived quality and credibility yet aligns with the existing target market.

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5. SWOT analysis

The following SWOT analysis integrates and synthesizes the key insights previously obtained, providing a comprehensive assessment of *Infinitem's* current strategic position and highlighting the factors that may influence the proposed product line's success.

Figure 5.
 SWOT Analysis.

<p style="text-align: center;">STRENGTHS</p> <p>Clear and differentiated brand identity</p> <p>Digital-first and low fixed-cost business model</p> <p>High level of trust and word-of-mouth validation</p> <p>Strategic premium extension with higher margins</p> <p>Strong focus on product safety, quality and legal compliance</p>	<p style="text-align: center;">WEAKNESSES</p> <p>Limited brand awareness beyond the founder's personal network</p> <p>Weak online product visualization</p> <p>Dependence on the founder's involvement</p>
S	W
<p style="text-align: center;">OPPORTUNITIES</p> <p>Growth of the demi-fine jewelry segment</p> <p>Stable and recurrent demand driven by life events</p> <p>Potential future showroom as a trust-building touchpoint</p> <p>Increased acceptance of premium extensions within established brands</p> <p>Technological advancements in e-commerce and customer experience</p>	<p style="text-align: center;">THREATS</p> <p>Intense competition across all jewelry segments</p> <p>Consumer mistrust toward online jewelry purchases</p> <p>Risk of premium line cannibalization or misperception</p> <p>Economic uncertainty affecting discretionary spending</p> <p>High bargaining power of consumers</p> <p>Threat of substitutes and alternative gifting options</p>
O	T

Note. Author's own elaboration (2026).

5.1. Strengths

Clear and differentiated brand identity: In order to position its products as timeless, emotionally symbolic and suitable for a wide variety of styles, ages and occasions, *Infinitem* is built around a strong and cohesive brand concept that is connected to versatility and perdurability. This narrative reinforces long-term relevance beyond short-lived fashion trends.

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Digital-first and low fixed-cost business model: The business can operate with a lean cost structure because it does not have a permanent physical shop, which lowers financial risk and allows for reinvestment in customer experience and product quality.

Strong focus on product safety, quality and legal compliance: By highlighting material safety, certifications and guarantees, *Infinitem* lowers perceived risk in online jewelry purchases and fosters customer trust, setting itself apart.

High level of trust and word-of-mouth validation: The founder's direct environment accounts for around 85% of current sales, demonstrating strong personal credibility, trust and product satisfaction. The perception of quality and customer satisfaction is strengthened by the absence of returns to date.

Strategic premium extension with higher margins: *Infinitem* can operate at higher price points and margins than its core assortment thanks to the launch of the premium event-focused line, increasing total profitability while remaining aligned with the brand's affordable positioning.

5.2. Weaknesses

Limited brand awareness beyond the founder's personal network: Although early sales were driven by word-of-mouth, the brand's visibility and awareness among a broader audience remains restricted, which limits scalability and makes growth heavily reliant on social proximity.

Weak online product visualization: The absence of modeled product images hinders potential customers' ability to evaluate scale, fit and quality, which has a negative impact on its e-commerce conversion rates.

Dependence on the founder's involvement: The current high centralization of key functions such as sales, customer relations and brand communication may restrict operational scalability if not gradually structured.

5.3. Opportunities

Growth of the demi-fine jewelry segment: Market trends show increasing consumer demand for jewelry that balances quality, design and price, creating favorable conditions for the premium extension positioned between mass-market jewelry and fine jewelry.

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Stable and recurrent demand driven by life events: Every year and across the different seasons, weddings, baptisms and communions take place consistently, providing *Infinitem* with a steady and predictable revenue stream that is less dependent on seasonality or fashion cycles.

Potential future showroom as a trust-building touchpoint: Customers' hesitation to buy jewelry online could be addressed by the development of a showroom with limited inventory. This would adhere to the digital-first approach adopted by the brand while improving the brand experience and without incurring unnecessary fixed expenses.

Increased acceptance of premium extensions within established brands: Market leaders like *Tous*, *Pandora*, and *Swarovski* have proven that consumers are increasingly accepting tiered products inside well-known brands. This supports *Infinitem's* premium line's credibility within its current brand architecture.

Technological advancements in e-commerce and customer experience: Innovations, such as augmented reality, virtual try-on tools and AI-driven customization, present opportunities to boost trust and reduce the uncertainty around buying jewelry online, especially for higher-priced items.

5.4. Threats

Intense competition across all jewelry segments: *Infinitem* faces competition not only from well-known companies like *Tous*, *Pandora* and *Swarovski*, who benefit from the advantages of strong brand awareness, economies of scale and marketing resources, but from mass-market and digital-native brands too.

Consumer mistrust toward online jewelry purchases: Even though e-commerce has grown, consumers are still reluctant to purchase jewelry online because of concerns about authenticity, fit and quality, hindering conversion.

Risk of premium line cannibalization or misperception: Given *Infinitem's* recent market entry, the premium line may confuse consumers or weaken the brand's positioning if not clearly differentiated.

Economic uncertainty affecting discretionary spending: Economic downturns may cause consumers to postpone or reduce non-essential purchases such as jewelry purchases, given that these are susceptible to shifts in disposable income.

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High bargaining power of consumers: Buyer's bargaining power is increased by price transparency, ease of comparison and low switching costs, placing pressure on strategies that focus on differentiation, pricing and service quality.

Threat of substitutes and alternative gifting options: Jewelry competes against fashion accessories, fast-fashion items and personalized gifts, especially among price-sensitive or trend-driven consumers.

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6. Validation of the business idea and final assessment

6.1. MVP Design and Validation Strategy

To validate the proposed premium event-focused collection prior to production, a Minimum Viable Product (MVP) strategy was implemented. The objective of this was to test real market reaction, purchase intention and perceived value while minimising risk.

The MVP developed for validation consists of a jewelry collection designed for milestone events. It is structured around three core ceremonial categories: weddings, baptisms and first communions, and it follows a dual-product architecture. For each type of event, a higher-priced premium piece with enhanced design elements and refined finishes is designed for the protagonist of the occasion. In parallel, complementary pieces with a simplified design but aesthetically coordinated with the protagonist piece are offered for selected guests.

The MVP was founded on three key pillars: visual prototyping, a future-order survey and a simulated pre-order landing page.

Firstly, physical samples were not produced. Instead, visual prototypes were developed using generative artificial intelligence tools. By means of carefully constructed prompts, the designs were refined to reflect as accurately as possible the technical specifications, including dimensions, material finish, hierarchy between protagonist and guest pieces, engraving placement and overall aesthetic cohesiveness. The purpose of this was to evaluate the design, symbolism and perceived quality of the collection in a realistic visual format without incurring manufacturing costs. The resulting visual prototypes of the proposed collection are presented below in Figures 6 and 7.

Figure 6.
Infinitum: Shared Milestones - Protagonist Pieces.



Note. AI-generated visual prototype developed for MVP validation. Author's own elaboration (2026).

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Figure 7.
Infinitum: Shared Milestones - Guest Pieces.



Note. AI-generated visual prototype developed for MVP validation. Author's own elaboration (2026).

Secondly, a structured future-order survey was designed and distributed to consumers who aligned with the target market. The survey gathered a total of 67 valid responses, providing an exhaustive exploratory dataset for concept validation. The survey was aimed at testing core hypotheses related to the proposed premium line. These included emotional desirability, price acceptance at 130€ for protagonist pieces and at 50€ for guest pieces, acceptable price ranges, perceived material-price coherence, estimated purchase quantities and perceived purchase barriers. The survey included both closed-ended quantitative questions and open-ended qualitative responses, which allowed for statistical analysis and captured nuanced consumer perceptions. Similarly to the survey conducted for primary market research, the MVP validation survey was designed and distributed in Spanish. The survey, together with its corresponding results, can be found in the Appendix.

Thirdly, to reduce bias and simulate a realistic purchasing environment, a landing page was created using Shopify to mimic the pre-order experience. Due to privacy and operational limitations, it was not possible to integrate the landing page directly into *Infinitum's* official website; therefore a website that replicated the brand's aesthetic coherence and allowed participants to navigate the collections, explore products and simulate the pre-order process without financial commitment was built. After exploring the landing page, respondents returned to the survey to indicate whether their purchase intention had increased, decreased or stayed the same. This step was crucial to go beyond stated opinions and evaluate real purchase intention within an e-commerce context. Likewise, images of the pre-order landing page, together with the link to it, can be found in the Appendix.

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6.2. Empirical Findings from MVP Validation

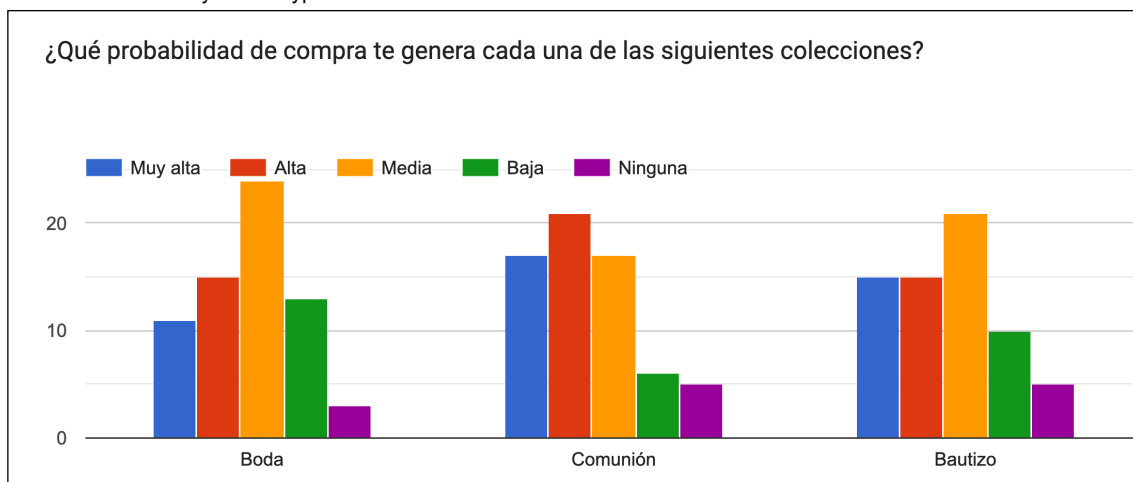
6.2.1. Sample Profile

The MVP validation survey gathered a total of 67 valid responses. The age distribution reflects an intergenerational audience aligned with the intended target market. Of the total respondents, 40.3% were between 18 and 25 years old, 32.8% were over 55, 11.9% were between 46 and 55, 9.0% were between 36 and 45 and 6.0% were between 26 and 35. Moreover, the vast majority of respondents (79.1%) stated that they had gifted jewelry before for milestone occasions and would do so again, confirming that the proposal does not attempt to create entirely new consumption habits, but builds upon existing ones.

6.2.2. Product Perception and Purchase Behavior

The perception of the collection strongly aligned with its intended emotional positioning. When respondents were asked to describe the collection, 71.6% of them selected “symbolic value” as a defining characteristic, 49.3% associated it with important life moments and 46.3% described it as “timeless”. This indicates that the emotional and commemorative aspect of the proposal was clearly conveyed and understood.

Figure 8.
 Purchase Intention by Event Type.



Note. Author’s own elaboration based on survey results (2026).

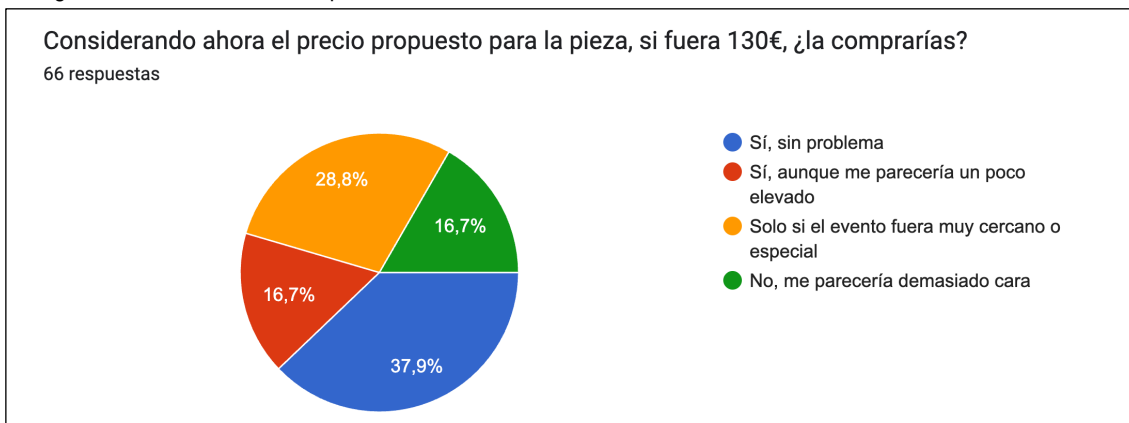
As for the purchase likelihood, Figure 8 illustrates that when focusing on strong purchase intention (“high” and “very high”), the communion line gathered the highest concentration of positive responses, followed by baptism, while the wedding line showed a more

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moderate distribution with increased “medium” responses. Nevertheless, across all three categories, over half of respondents expressed medium to high purchase likelihood, indicating interest in event-focused jewelry.

Price acceptance was tested at a proposed price point of 130€ for the protagonist piece. As shown in the figure below, of the 67 respondents, 37.3% indicated that they would purchase without hesitation and 16.4% stated they would purchase although they considered it slightly expensive. 28.4% declared that they would consider purchasing if the event was particularly close or meaningful. Only 17.9% rejected the price due to it being considered too expensive. This means that 53.7% demonstrated clear acceptance at 130€, rising to 82.1% when including conditional acceptance.

Figure 9.
Willingness to Purchase at the Proposed 130€ Price Point.



Note. Author's own elaboration based on survey results (2026).

When asked to select a reasonable price range, 35.5% selected below 100€, 30.6% chose 100€-120€, 24.2% selected 120€-140€ and 9.7% indicated 140€-160€. While the most selected price range was “below 100€”, the combined percentage for 100€-140€ reached 54.8%, situating the proposed 130€ within the acceptable segment.

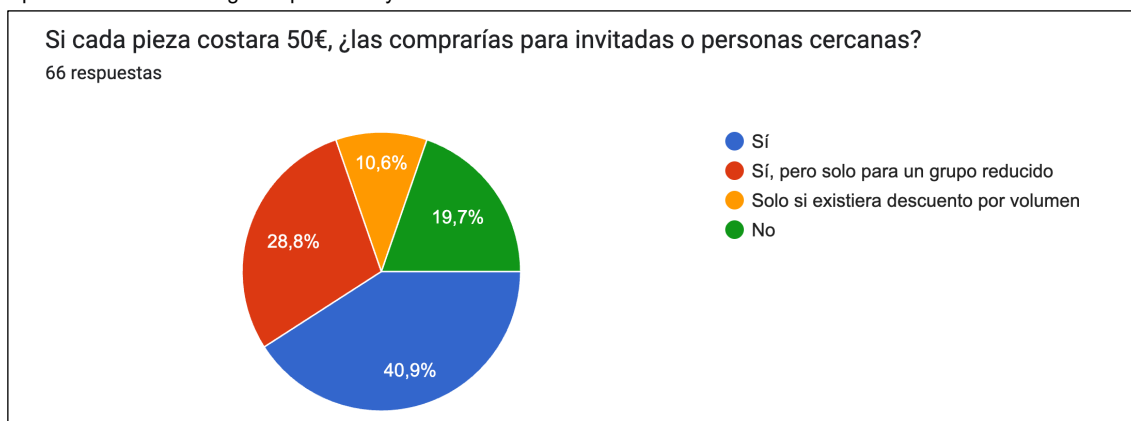
Material-price coherence was also strongly validated too. A total of 23.9% considered the pricing “totally coherent” with 925 sterling silver and 18k gold or rhodium plating. 67.2% rated it as “quite coherent” and only 8.0% perceived it as “poorly coherent”. Thus, 92% of respondents perceived a coherent relationship between material and price.

The complementary guest piece priced at 50€ demonstrated significant attractiveness as well. Out of the 67 respondents, 40.3% stated that they would purchase the piece, while 29.9% indicated that they would buy them for a reduced group of guests. An additional 10.4% declared that they would consider purchasing the piece if a volume discount were applied. Only 19.4% rejected the idea entirely, which means that 81.6%

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expressed some degree of openness to the complementary-piece concept, whether it was unconditional or dependent on group size or discount incentives. This is portrayed in the figure below.

Figure 10.
Openness to Purchasing Complementary Guest Pieces.



Note. Author's own elaboration based on survey results (2026).

Regarding the estimated purchase quantities, these most frequently ranged between 1 and 10 units (68.7%), not only confirming the viability of a bundle structure, but also that purchasing behavior mostly concentrates within small to medium group sizes, aligning with the proposed model of coordinated pieces for selected guests rather than for all attendees. In terms of purchasing incentives, volume-based discounts was the strongest motivating factor, selected by 50.7% of respondents and outperforming alternatives like free engraving (38.8%), special packaging (6%) or free shipping (4.5%).

In regard to perceived purchase barriers, 64.2% of respondents indicated that not being able to physically see the piece before purchasing could hinder their decision and 52.2% mentioned price as a potential obstacle. Concerns regarding a lack of information about materials were selected by 23.9% of the sample and only 20.9% cited lack of trust in the brand. These results suggest that the primary friction identified is related to product tangibility and price and not to brand credibility or conceptual misalignment.

In addition to the structured questions, respondents were encouraged to provide open-ended feedback on potential improvements to better align the proposal with their expectations. A significant number of participants highlighted the importance of clearer communication about materials, including details such as thickness of gold plating, certification and quality guarantees. Others mentioned the need for enhanced visuals, suggesting more photographs, videos or 360-degree views to better evaluate the pieces prior to purchase. Packaging was frequently mentioned as an element that can improve the product's value, especially given the ceremonial context of the collection. Hence,

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most suggestions focused on presentation, communication and perceived quality reinforcement rather than on structural redesign of the product, that is, very few responses questioned the concept itself.

Consequently, in order to further reinforce the collection's premium and ceremonial positioning and respond to the findings from the feedback, a packaging prototype was developed which is presented in the figure below. As displayed below, the packaging was designed not only to reflect the line's symbolic and emotional nature, but embody the minimalist and elegant aesthetic that surrounds *Infinitem's* brand identity too. Hence, beyond its protective function, the packaging aimed to strengthen the gifting experience and enhance perceived value.

Figure 11.
Prototype Packaging for *Infinitem: Shared Milestones*.



Note. AI-generated packaging prototype developed for MVP validation. Author's own elaboration (2026).

6.2.3. Digital Interaction and Intention Shift

The simulated Shopify landing page provided additional relevant behavioural insight. After interacting with the digital environment, all respondents' answers fell within the positive tier, 68.2% rating navigation as "very easy" and the remaining 31.8% as "quite easy", indicating strong usability and digital coherence.

After exploring the website, 43.9% of respondents reported that their purchase intention increased, while 56.1% stated that it remained stable. No respondents cited a decrease

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in purchase intention after interacting with the simulated platform, which suggests that the simulation did not generate negative reassessment of the product, but reinforced existing interest or strengthened it. Furthermore, 49.3% expressed interest in receiving further information and early access upon launch, demonstrating that the simulated experience translated abstract acceptance into solid engagement.

6.3. Viability, Feasibility and Desirability

6.3.1. Desirability

Desirability examines whether the proposed collection responds to a real consumer need and whether it generates genuine interest in the target market.

To start off, the concept of *Infinitem: Shared Milestones* builds upon an existing attitude rather than trying to create a new one, given that a significant proportion of respondents stated that they had previously purchased jewelry for milestone events. The collection therefore caters to a real and recurring need: the search for meaningful, symbolic gifts linked to important life occasions.

The collection was described as “symbolic”, “timeless” and “relevant for important life moments”, confirming that the emotional positioning that the brand is aiming for was understood. The highest concentration of strong purchase intention was generated by the communion line followed by baptism and, lastly, wedding. This proves that the concept aligns with family-oriented ceremonial events where symbolic value is key.

The dual protagonist-guest structure proved to be desirable too. Most respondents showed openness to purchasing the complementary pieces, especially for selected close guests, which reinforces the appeal of the product’s shared value within such contexts and confirms that the collection goes beyond a single-item purchase logic.

The simulated digital environment strengthened this conclusion. After interacting with the landing page, purchase intention either increased or remained stable, but no fall in purchase intention was reported, suggesting that when translated into a realistic buying scenario, the concept maintains or even strengthens its appeal.

Overall, the data proves that the premium event-focused collection is desirable, given that it not only responds to an existing gifting need, but produces genuine interest within the tested segment too.

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6.3.2. Feasibility

Feasibility evaluates whether the idea can be realistically executed within the operational framework of *Infinitem*.

From a product perspective, no structural barriers emerged. The materials, namely 925 sterling silver with 18k gold or rhodium plating, were perceived as coherent with the intended price level. It should be highlighted that these materials are standard within the demi-fine jewelry industry and do not require specialized or uncommon production abilities. As for the design of the collection, the minimalist design of the pieces together with the absence of technically complex elements, like stone settings or precious gemstones, also reduces manufacturing complexity. Personalized engraving, which is part of the value proposition, is an established industry practice too and does not create operational difficulty either. Therefore, the product can be manufactured without the need for capabilities that may go beyond those accessible to the company.

The main concerns that were identified during validation were not related to design rejection or brand distrust, but instead to tangibility and product uncertainty, both inherent in online jewelry purchases. The inability to see the jewelry piece physically before buying was the most frequently mentioned barrier, followed by price sensitivity. However, these barriers do not undermine execution of the idea, but highlight areas where execution must be strengthened. Enhanced visual content and clearer communication of material certification are adjustments that are within the brand's operational capacity and that do not require structural transformation.

The logic related to the bundle is also operationally manageable. Purchase quantities for complementary pieces were concentrated in small to medium group sizes, which aligns with the production and logistics management. Consequently, the volume suggested by respondents does not involve a level of demand that would exceed *Infinitem's* operational capacity or require a substantial restructuring of the supply processes.

In addition, the simulated Shopify environment received a positive response, demonstrating that the digital infrastructure required already aligns with the firm's existing e-commerce business model, so no shift in structure is needed.

In this sense, the project proves to be feasible because the adjustments suggested by respondents are tactical rather than fundamental, thus, are manageable within the brand's current operational, technical and strategic framework.

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6.3.3. Viability

Viability addresses whether the proposed concept can generate sustained economic value and contribute to *Infinitum's* long-term positioning.

Despite the presence of price sensitivity, most respondents showed either direct or conditional willingness to purchase at the proposed price point of 130€ and coherence between material and price was strongly validated. Thus, the price level is economically defensible and does not require downward adjustment to stimulate demand.

As for the complementary guest piece, it improves revenue potential by increasing the average order value, given that even when purchases are limited to smaller groups, their cumulative effect increases the basket size and creates additional margin opportunities. The clear preference for volume-based discounts further supports the implementation of a tiered pricing strategy that encourages multi-unit purchases.

Moreover, the collection is anchored to life occasions, such as communions, baptisms and weddings, which generate structured demand cycles and take place consistently each year, lessening dependence on fashion volatility and increasing predictability. This structural recurrence strengthens the sustainability dimension of viability, since demand is linked to social milestones instead of trend-driven.

In synthesis, the premium event-focused collection has potential to generate sustainable economic value and reinforce *Infinitum's* long-term positioning within the targeted segment.

6.4. Final Assessment of the Business Concept

Once the prototype has been validated and the insights obtained from the consumers have been analysed, a comprehensive assessment of the business concept can be carried out. The gathered evidence confirms that the premium event-focused collection not only caters to an existing ceremonial gifting need, but generates genuine interest within the tested segment too, thereby supporting its desirability. No structural or operational barriers were identified that would hinder its implementation, which indicates that the concept is feasible within the brand's current framework. The proposed pricing structure remains economically defensible too and the complementary guest-piece model strengthens the average order value, supporting the viability of the concept.

However, the research process highlighted specific areas for improvement prior to launch. The main concern was related to product tangibility in an online context. To

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address this, the implementation phase should prioritize enhanced visual content, certification, clear communication of material specifications and improved packaging to reinforce the line's perceived value. Furthermore, the incorporation of tiered volume discounts should be taken into consideration when designing the pricing strategy, since this will align with consumers' preference for multi-unit purchases.

All in all, the validation process provides enough support to move on from the MVP stage. Nonetheless, the identified improvements should not be overlooked, since the incorporation of these adjustments prior to the collection's launch will allow it to advance on an evidence-based foundation.

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7. Action Plan

7.1. Objectives

Infinitum's premium line objectives are defined below for two distinct time-horizons: by the end of the first year and by the end of the first five years. These objectives align with the main challenge identified in the project, that is, enhancing perceived quality and trust in an online jewelry context by leveraging the demand for event-based premium pieces that has previously been validated.

7.1.1. One-year framework

The priority for the first year is to successfully launch the premium event-focused line and validate its commercial potential.

Qualitatively, the firm's objective is to strengthen the brand's perception, ensuring that at least 70% of customers associate the premium line with quality, trust and symbolism. In parallel, the company aims to reduce the perception of lack of product tangibility as a purchase barrier from the current 64.2% to below 50% during the first year.

Quantitatively, the premium line aims to generate 8,000€-12,000€ in turnover, which corresponds to approximately 40 to 70 orders. This volume is based on a conservative estimate of demand and the seasonal nature of milestone events. *Infinitum* should reach an average order value of 275€ and maintain a gross margin of at least 55% in order to stay aligned with jewelry retail benchmarks and remain consistent with the brand's current pricing approach, a cost-based markup where the cost is approximately doubled. The estimated average order value (AOV) stems from the future-order survey's results, whereby the highest percentage of respondents (46.3%) stated that they would likely purchase between one and five complementary guest pieces, thus, the interval's midpoint was used. As a result, the bundle is composed of the purchase of one protagonist piece priced at 130€ and three complementary guest pieces priced at 50€ each.

7.1.2. Five-year framework

By the end of the first five years, the objective for *Infinitum* is to consolidate the premium line as a stable and scalable business collection.

On the one hand, from a qualitative perspective, the company should position itself as a recognized brand within the accessible premium segment for milestone-event related jewelry, ensuring that at least 80% of customers perceive the brand as trustworthy and

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differentiated. In addition, the business should ensure that over 60% of total sales are generated outside the founder's personal network, which would indicate increased brand reach and independence.

On the other hand, from a quantitative perspective, the premium line should reach 35,000€-50,000€ in annual turnover, maintain a gross margin above 55% and obtain a net profit margin of at least 10%. Lastly, *Infinitum's* premium line should represent 20%-25% of total company revenue, confirming its role as a key growth driver for the business.

7.2. Marketing Strategy

7.2.1. Product

As developed in earlier sections, the product proposed for *Infinitum* is the launch of *Infinitum: Shared Milestones*, a premium event-focused collection structured around three sub-collections, namely weddings, baptisms and first communions, all launched simultaneously and rooted in the concept of shared milestones. Each sub-collection follows a dual protagonist-guest structure, whereby, on the one hand, the protagonist piece is the central, higher value item and, on the other hand, the complementary guest piece is a simpler version of the protagonist piece but remains aesthetically aligned with it and is designed to be kept as a meaningful keepsake. Beyond the physical product, the value proposition includes symbolic packaging, personalization through engraving and an overall gifting-oriented purchase experience.

Given that the main barrier that was identified was the product's lack of tangibility, the product strategy incorporates enhanced digital representation of the pieces, which includes not only modelled photography, but close-up material shots and short-form video content too in order to improve perceived quality and purchase certainty.

In practical terms, the product is defined by its physical attributes as well as its presentation to the customer across the various digital touchpoints. Each product will follow a systematic display through three key formats. Firstly, modelled images that illustrate the fit of the piece and how it looks when worn. Secondly, close-up shots that highlight material finishes, engraving details and perceived quality and thirdly, contextualized imagery that links to milestone events. By following this structured product presentation, it will be ensured that consumers both connect emotionally with the product and assess realistically before purchasing, addressing the main barrier that was identified during the validation process: the lack of physical interaction.

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7.2.2. Pricing Strategy

The pricing strategy for the proposed line follows a premium-accessible positioning that ensures consistency with the willingness to pay identified previously. Thus, protagonist pieces are priced at 129€, while complementary guest pieces are priced at 49€. This price structure portrays the higher symbolic and perceived value of the protagonist piece and keeps complementary guest pieces accessible enough to allow for multi-item purchases. Furthermore, the selected price points make use of psychological pricing techniques. By pricing protagonist pieces at 129€ instead of 130€ and complementary guest pieces at 49€ instead of 50€, the premium-accessible positioning is conserved, perceived affordability is enhanced and the strategy aligns with common practices in the jewelry industry.

The model is designed to increase average order value. The strategy encourages customers to purchase multiple items linked to a single occasion instead of focusing on individual transactions. To support this, progressive volume-based discounts are automatically applied to complementary pieces at checkout once a predefined quantity threshold is reached, following a simple structure: 5% discount for 5 units, 10% for 10 units and up to 15% for 15 or more units. This approach encourages larger purchases while keeping control over margins.

Engraving is included in the base price so as to reinforce perceived value and avoid possible friction in the purchasing process. By incorporating personalization through engraving into the core offer, the product positions itself as a complete and meaningful experience instead of as a modular add-on.

All in all, the pricing strategy follows a value-based approach that reflects the emotional and symbolic value that is commonly associated with milestone events rather than competing on price. This is complemented by the bundle pricing mechanism, encouraging multi-item purchases. At the same time, the approach is consistent with both jewelry retail benchmarks and the business' current cost-based pricing strategy, whereby a markup to production costs is applied.

7.2.3. Placement Strategy

The placement strategy is primarily based on a direct-to-consumer (DTC) model, with *Infinitem's* own website as the central sales channel. For an early-stage, digital-native business like *Infinitem*, this approach proves to be particularly suitable, given that it enables the company to retain full control over brand presentation, customer experience and pricing, as well as preserve margins by avoiding intermediaries. Social media platforms such as Instagram and TikTok act as key visibility and traffic-generation

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channels, directing potential customers to the firm's website, where the purchase takes place and the brand has full control over the customer experience.

So as to ensure a seamless transition between the discovery and purchase phases, consistency across the different digital touchpoints is essential. Currently, a discrepancy exists between the brand name used on Instagram and the website domain (*Jewelry Infinitum* vs *Infinitum Jewelry*), which may generate confusion and hinder conversion efficiency. Therefore, aligning the brand's name across platforms will be prioritized to provide a smoother customer journey and strengthen brand recognition.

The placement strategy follows a clearly defined customer journey from the discovery of the product to its purchase. Users are first reached through social media content, primarily on Instagram and TikTok, where they encounter the product in a specific event context, like "communion gift ideas" or "baptism jewelry". From there, users are directed to the dedicated landing page through embedded links, such as bio links, story links and call-to-action buttons. The landing page is key in the conversion process, as it simplifies navigation and groups all relevant information in a single, organized by event type space, allowing for a faster and more intuitive decision-making process. The page's structure mirrors the collection's logic, that is, protagonist and complementary pieces, guiding users to a multi-item purchase. The effectiveness of such page was validated during the MVP phase, where the use of a simulated environment contributed to the purchase intention, reinforcing its role as a vital conversion tool for the distribution strategy. This approach, therefore, directly supports the transition from the traffic generated by means of the promotional channels to real conversion in the e-commerce platform.

In addition to social media-driven traffic, the placement strategy incorporates search-based entry points too, specifically through Google. Users actively seeking terms related to event gifting, such as "communion jewelry", "baptism gift ideas" or similar queries, are directed to the same dedicated landing page, ensuring consistency in the user journey.

Geographically, the focus is set on the Spanish market. This not only allows for controlled growth, but reduces operational complexity in terms of logistics, shipping and customer service too. In line with *Infinitum's* current capabilities and resource limitations, the operational model is designed around a low inventory or made-to-order production, reducing financial risk, avoiding overstock and enabling a flexible and demand-driven production process.

Finally, despite the core model remaining fully digital, temporary physical touchpoints such as showrooms or pop-ups are considered as a future strategic development. Given the current budget limitations, such initiatives are not prioritized in the short term, however represent an opportunity to improve brand experience and product tangibility once the business achieves a higher level of sales and financial capacity.

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7.2.4. Promotion Strategy

The promotion strategy positions *Infinitum* not simply as a demi-fine jewelry brand, but as a way to make meaningful moments last over time, transforming ephemeral events into lasting memories. Consequently, communication is built around milestone occasions so as to ensure that the product is consistently presented within its real context of use rather than as an isolated object.

From a targeting perspective, although the collection targets different customer profiles, communication is primarily directed towards mothers organizing milestone events and therefore acting as the main decision-makers and purchasers, also aligning with the mother-daughter dynamic that the proposed line seeks to reinforce. Secondary audiences include brides and close family members, who may also participate in the purchase decision, as well as consumers seeking meaningful, higher-quality gifts for symbolic life occasions.

Given that the purchase is planned rather than impulsive, the promotion strategy is designed to accompany a long decision-making process, characterized by the key role that repeated exposure and reassurance play in conversion. Content therefore serves a dual function: create emotional connection and provide enough product clarity to support purchase decisions.

The content strategy is structured around three core layouts that ensure the product's emotional engagement and clear understanding in the digital environment in which the strategy operates. Firstly, "gift moment" content focuses on emotional storytelling and reinforces its symbolic value by illustrating the acts of giving and receiving during milestone events. Secondly, "product-on-body" content shows how the pieces fit and look when worn, supported by modeled visuals and close-up shots that emphasize the materials, finishes and overall quality, addressing the purchase barriers related to the lack of tangibility. Thirdly, idea-driven content, such as "communion gift ideas" or "baptism jewelry inspiration", positions the product in a context where its use is clear, aligning with active consumer search behavior. This type of content is further complemented by packaging and unboxing content, which serves as a perceived value enhancer, as well as by the use of real people rather than abstract imagery, enabling consumers to visualize the product and lessen uncertainty at the purchase stage.

The aforementioned layouts are to be employed within a structured campaign activation, whereby the launch follows a phased approach. To start off, a teaser phase introduces the collection's concept and its symbolic value by means of inspirational and emotional content. This is followed by a pre-order phase in which users are directed to the dedicated pre-order landing page where purchase intention is expressed and early orders are placed, allowing *Infinitum* to validate demand while minimizing inventory risk.

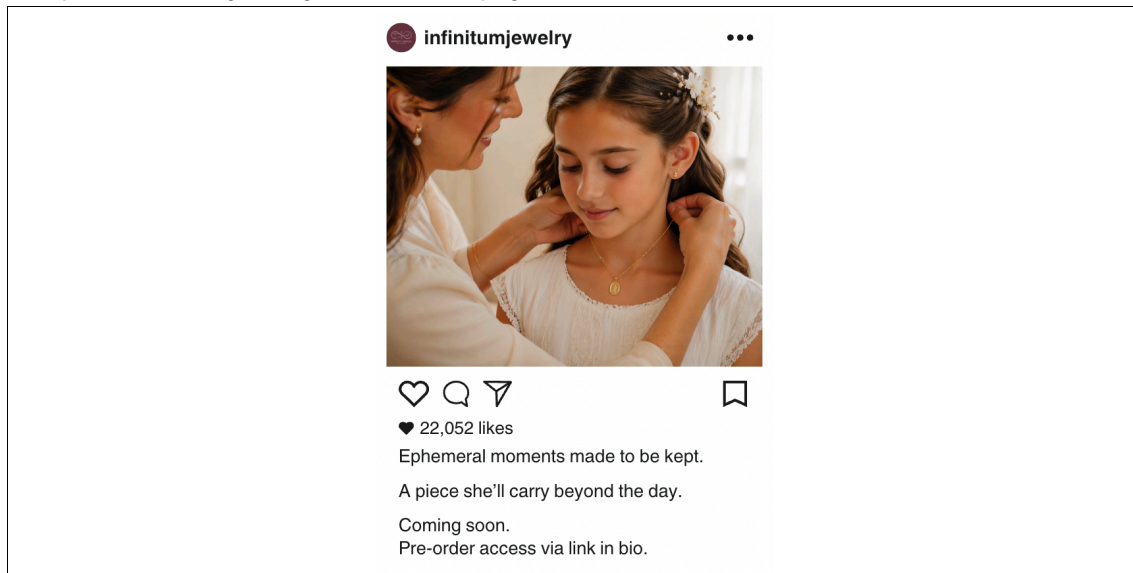
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Lastly, the closer to the event date, the conversion phase is activated. In this stage, product-focused content, like what it looks like when worn, its price and the bundle options are prioritized in order to support the final purchase decision. Consequently, this approach reflects a full-funnel strategy, where users are first reached through inspirational content, are then guided towards consideration through product-focused communication and are finally converted through targeted and retargeted actions.

To exemplify how this strategy translates into real-world practice, an example of a teaser-stage social media post is presented below.

Figure 12.

Example of Teaser-Stage Instagram Post for Campaign Activation.



Note. AI-generated visual prototype developed for marketing strategy validation. Author's own elaboration (2026).

This post illustrates the type of communication that is to be used during the campaign's teaser phase. Its objective is to generate both initial awareness and emotional engagement by presenting the product within a meaningful context instead of focusing on explicit product promotion. By combining a symbolic gifting moment with clear product visibility, the post allows consumers to simultaneously connect emotionally with the brand and understand how the jewelry is worn. The inclusion of "Coming soon" together with the pre-order call-to-action generates anticipation and guides users towards the next stage in the customer journey.

Within the customer journey, channel selection acquires different roles. Instagram functions as a portfolio, reinforcing the brand's aesthetics and perceived quality, while TikTok is mainly used as a reach and awareness booster, leveraging short-form video content to incorporate the product in relatable scenarios. Furthermore, email marketing complements both these channels by supporting consideration and conversion, hence

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enabling *Infinitum* to share product details, follow up with potential customers who have shown interest and reinforce the value of the premium event-focused collection.

The promotion strategy sets the focus on organic growth, supported by brand-produced content, as well as by user-generated content (UGC). On the one hand, brand-produced content provides a controlled and high-quality visual representation of the product, emphasizing perceived value and aesthetic positioning. On the other hand, UGC allows for relatable and authentic standpoints from individuals that closely align with the target audience, among them brides, mothers organizing the events and guests who participate in milestone occasions. Hence, the content concentrates on contexts where the product can be seen used, such as gifting moments, event preparation and the overall experience of receiving and wearing the piece, all of which allows potential customers to visualize the product and bring it to their own context. As a result, UGC is crucial in reducing uncertainty and enhancing trust in an online purchasing environment where product tangibility is restricted as *Infinitum's* happens to be. In contrast, at this stage, collaborations with influencers are not prioritized due to budget constraints. However, these may be introduced progressively as the brand grows, starting off with micro-influencer and evolving towards established social media profiles.

To conclude, a selective use of paid media is carried out, primarily Meta and TikTok Ads and with a focus on short-form video formats and on retargeting campaigns. These are activated in advance of peak event seasons, that is, when consumers are entering the consideration phase and are actively seeking such products, allowing *Infinitum* to maximize its visibility and conversion at the most relevant timing and without relying on continuous advertising investment. For instance, in the case of first communions, these are primarily concentrated in May, therefore paid media campaigns will be launched from March onwards, that is, two months in advance, since this type of event is often planned ahead and requires a structured purchase process.

Hence, campaign activation follows a clear timeline aligned with the milestone event's seasonality. Going back to the case of first communions, campaigns aimed at boosting awareness begin two months before the event and focus on inspirational and teaser content. This is followed by the pre-order phase that takes place one to one and a half months before the occasion and in which users are directed to the landing page to show purchase intention and secure products in advance. Finally, content focused on the conversion stage is intensified in the final weeks leading up to the event. This content prioritizes product visibility, bundle options and incorporates urgency-driven messaging.

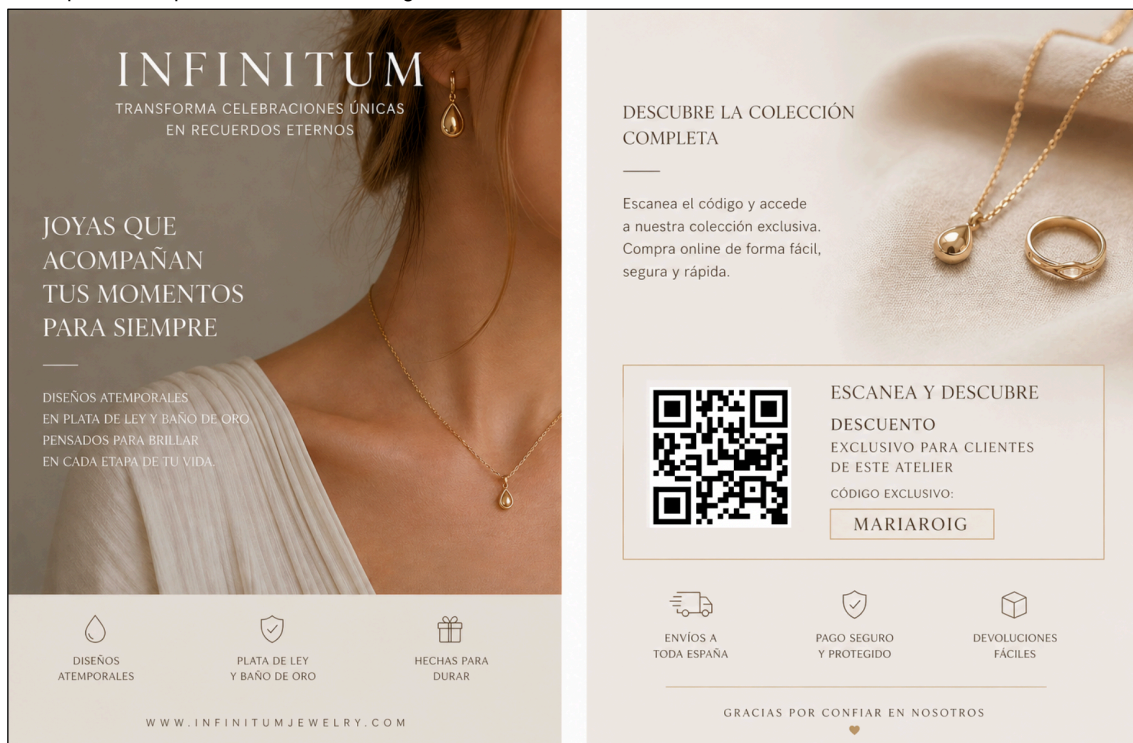
In addition to its digital communication strategy, *Infinitum* also includes a selective in-store acquisition strategy through collaborations with specialized ateliers and occasion wear boutiques. Such collaborations represent a key communication and acquisition channel, since they provide direct access to customers who are already in an active

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purchase mindset, making them a highly effective touchpoint within the decision-making process. These include bridal ateliers and stores dedicated to baptism and communion apparel, such as Maria Roig Atelier or Navascués in the bridal segment and Nanos or Pili Carrera for children’s ceremonial wear. These ateliers and occasion wear boutiques’ aesthetic positioning, customer profile and brand values align with those of *Infinitem’s* premium event-focused concept. These ateliers and boutiques are the most suitable for the proposed line, given that small or medium-sized ateliers like the aforementioned are generally more open to flexible partnership formats and personalized collaborations than large-scale retailers.

The collaboration model would consist of the placement of visual brochures within partner ateliers, allowing for customers to discover the collection in a purchase environment. The brochures would incorporate a QR code that would directly redirect the clients to the pre-order landing page, facilitating immediate access to the digital purchasing journey. Figure 13 below illustrates an example of the promotional brochure. The brochure has been designed in Spanish, as the premium line targets the Spanish market, thereby allowing for a more accurate reflection of the context in which it would be implemented.

Figure 13.
Conceptual Example of the Brochure Designed for Atelier Collaborations.



Note. AI-generated visual prototype developed for marketing strategy validation. Author’s own elaboration (2026).

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In exchange, partner ateliers would receive a commission for each conversion generated through their channel. Each atelier or boutique would own an exclusive discount code for its clients, enabling the tracking of the purchases' origin. This system would facilitate future strategic decisions regarding the continuation, expansion or replacement of specific partnerships according to their effectiveness. By means of this approach, *Infinitum* would maintain its digital-first and low-inventory structure while benefiting from the credibility and contextual relevance that the specialized occasion wear boutiques and ateliers would provide. Furthermore, in light of the effectiveness of the initial collaborations, the model could, in the future, progressively expand to a broader network of ateliers and specialized boutiques.

7.2.5. Marketing Performance Measurement

To evaluate the marketing strategy's effectiveness, *Infinitum* will monitor a series of KPIs that combine campaign-level metrics from social media platforms with on-site performance indicators from the e-commerce website.

At the top of the funnel, through reach and impressions on Meta Ads Manager and TikTok Ads Manager, awareness and content visibility will be evaluated. Monitoring both metrics is important because the product does not rely on impulsive demand, hence repeated exposure helps maintain the collection at the top of the consumer's mind throughout the customer's decision process in the weeks prior to the milestone event.

To evaluate whether the content is generating genuine interest, the business will monitor clicks and click-through rate (CTR). For *Infinitum*, CTR is especially useful, given that it helps assess whether the visual and emotional communication is compelling enough to transform passive exposure into active consideration.

From a paid media efficiency standpoint, cost per click (CPC) and cost per mille (CPM) will also be tracked. In light of the limited marketing budget, these indicators are of particular relevance, as they ensure that the investment is effectively allocated across campaigns. Both TikTok Ads Manager and Meta Reporting provide these performance metrics.

Once users have arrived at the website or landing page, performance measurement moves from attention to behavior and conversion. By means of Shopify analytics, *Infinitum* will monitor sessions as the baseline traffic indicator, as well as the add-to-cart rate so as to evaluate interest on the product. By combining both metrics, the company can easily identify whether users show interest in the product but hesitate prior to the purchase, proving consistency with the barriers related to tangibility and online reassurance previously identified.

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An additional key metric is the conversion rate across the various checkout steps. The conversion rate breakdown report elaborated by Shopify's platform enables the business to observe how users go from visit to cart, from cart to checkout and from checkout to completed purchase. If abandonment is high at a specific stage, *Infinitem* can identify the stage where the friction is coming from, whether it is the shipping conditions, pricing, perceived complexity or lack of reassurance at the final step.

At a broader level, key indicators include conversion rate and average order value (AOV). Monitoring the AOV will allow *Infinitem* to assess whether the bundle and dual protagonist-guest product structure strategies successfully increase the basket size. Consequently, a lower-than-expected AOV would prove that the volume-based pricing strategy is not being effectively adopted.

To add on, customer acquisition cost (CAC) will be monitored in relation to paid media performance, as it can help the company determine whether its marketing efforts are sustainable when comparing the cost of acquiring a customer with the value generated by that customer.

To conclude, channel attribution will be monitored too, making a distinction between the sales generated through organic social traffic, paid media campaigns, direct website visits, email marketing and partnerships. For *Infinitem*, this is of particular relevance, since the project does not rely on one single acquisition channel, but instead makes a combination of several channels. As a result, by tracking the firm's performance in each channel, it can prioritize those with a high performance and adjust or discontinue those underperforming.

7.3. Operating Plan

7.3.1. Setting Up Activities

The first key activity consists not in identifying new suppliers, but in consolidating and optimizing relationships with the existing suppliers currently used by *Infinitem*, since they already provide the materials and production capabilities required for the launch of the premium line, including plating and engraving. This activity involves negotiating updated production conditions, including pricing, minimum order quantities and lead times. The introduction of the premium line is expected to increase order volumes, increasing the business' purchasing power that will allow for the negotiation of more favourable terms, such as volume-based discounts or rebates. This approach allows *Infinitem* to benefit from economies of scale while staying consistent with product quality and avoiding the operational complexity of identifying new suppliers.

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Since production is fully outsourced, not only do suppliers become the main material resource, but no physical infrastructure or equipment is required either. Estimated unit costs for protagonist pieces range between 30€-50€ and between 10€-20€ for complementary guest pieces, according to observed pricing ranges across wholesale supplier platforms and industry references (Alibaba, n.d.; Thomas, n.d.). From a financial perspective, this activity involves variable costs that are directly linked to order volume, thus reducing the need for significant upfront investment.

Similarly, the operational structure will be built upon the company's existing system. By maintaining *Infinitum's* current outsourced logistics model and internal order preparation process, the business avoids incurring unnecessary complexity and additional fixed costs.

A second setting up activity consists in the adaptation of the existing digital infrastructure platform in order to include the new product line. As the company already operates in the e-commerce sphere, no major technological investment is required. The website, however, must be updated to incorporate the new product line, including product pages, visual content and personalization options. This activity relies on existing digital assets, among them website, domain and platform subscription, with additional costs deriving solely from platform fees and minor technical adjustments. To add on, human resources related to such activity are limited to the founder, who manages these changes, resulting in minor additional costs. To synthesise, this activity does not require external funding, since it relies on already available digital assets.

Marketing setup activities are also to be carried out prior to launch, which include the production of visual content, both photography and video formats, and the development of the packaging. Packaging materials are estimated at 2€-4€ per unit, based on standard costs for branded jewelry packaging. These include boxes, interior support materials and presentation elements. Content production represents an initial one-off investment required to ensure a professional and credible launch. Human resources include external collaborators, like photographers and content creators. For the visual content strategy, rather than using professional models, these are deliberately avoided, and individuals who closely resemble the typical customer profile are used instead, such as mothers, young women and children participating in milestone events. This approach is aimed at ensuring that the profiles on which the product is presented realistically reflect the target audience, making it easier for potential customers to visualize it within their own context and, consequently, identify with the product. This decision is not only cost efficient, but it also strengthens authenticity and credibility because the product is not idealized through professional modelling but instead shown in a way that aligns with its real use and the target consumer.

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Finally, basic legal and administrative adjustments are required. These include updating terms and conditions, ensuring compliance with material standards and formalizing agreements with external partners, such as the specialized ateliers and occasion wear boutiques. These activities rely primarily on internal knowledge and existing structures and therefore do not imply significant additional financial resources.

Taking this into consideration, the setup phase is characterized by a low initial investment requirement because the business leverages an already established digital infrastructure and outsourced production model.

7.3.2. On-going Operations

Once the premium line is launched, operations are structured around order fulfilment, logistics, marketing and partnership management.

A central on-going activity is order fulfilment and inventory management. *Infinitem* follows a hybrid model whereby, due to their personalized nature, protagonist pieces are produced on a made-to-order basis and, in contrast, complementary guest pieces are kept in limited stocked to facilitate fast delivery in multi-unit purchases. In this phase, material resources include on-going supplier production and packaging materials, and no additional equipment is required. Human resources remain minimal, the founder overseeing operations. Financially, since production is influenced by demand, this activity is structured around variable costs, allowing for minimized inventory risk and avoided high upfront investment.

Considering the importance of the pre-order phase in the marketing strategy, business operations are designed to foresee and satisfy demand peaks prior to key events. This implies anticipating production timelines and coordinating with suppliers so as to ensure the on-time delivery of both protagonist and guest pieces.

Following the operational structure already established by *Infinitem*, logistics and delivery are outsourced to third-party logistics providers such as national carriers. With this approach, the business avoids incurring additional setup costs and ensures fulfillment process continuity. As for packaging and order preparation, these continue to be managed internally with the objective of maintaining quality control.

Another key on-going activity constitutes marketing and customer acquisition. Initially managed by the founder, this area may be progressively supported through external specialized services, like social media or digital marketing management agencies, instead of through the incorporation of fixed internal roles, allowing *Infinitem* to maintain

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a scalable and flexible cost structure, since marketing resources can be adapted to the concrete campaign's needs. In this sense, human resources evolve progressively, starting with a single-person structure and expanding to specialized support through outsourced services in specific marketing areas. The allocation of financial resources to marketing is closely controlled. An initial budget of approximately 100€-300€ per month is allocated, with most of it allocated towards the firm's digital channels, that is, paid media campaigns, Instagram, TikTok and Google Ads. This approach ensures a scalable cost structure, whereby increases in revenue generation entail increases in marketing investment. In addition, partnership management with specialized ateliers and occasion wear boutiques is considered as a recurring activity. These collaborations, as exhaustively explained in the sections above, operate through formal agreements, where partners promote the *Infinitum: Shared Milestones* collection to their clients in exchange for a commission of approximately 10%-15% per sale. This allows the firm to access highly targeted customer segments without the need for significant upfront financial resources.

7.3.3. Impact Measurement Activities

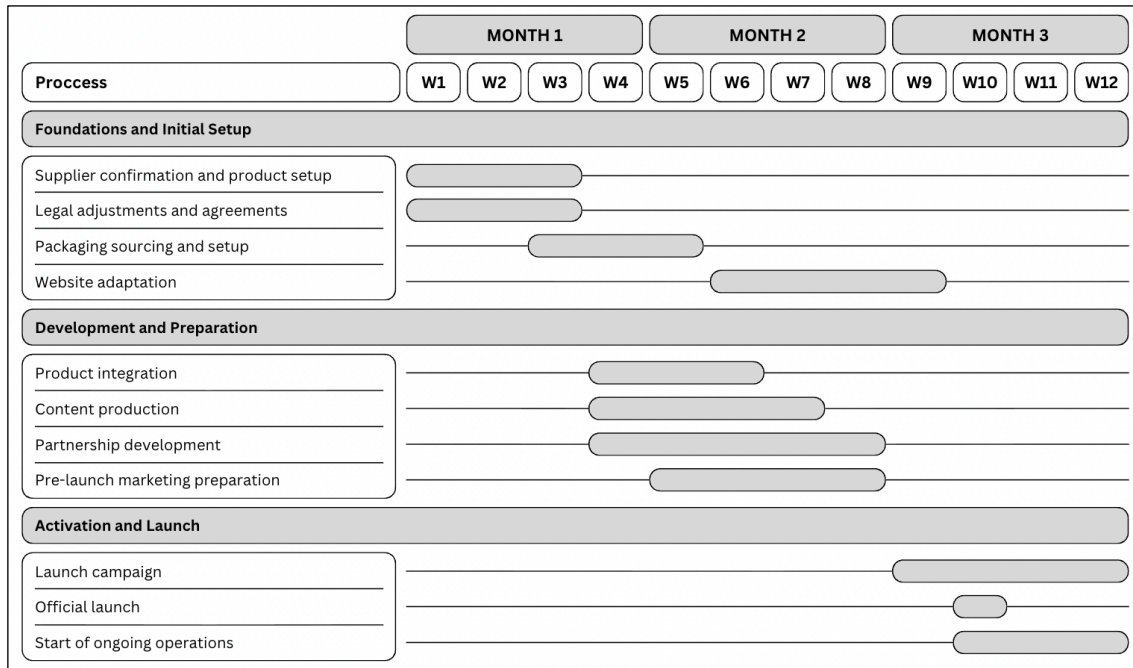
Even though the presented project does not classify as a social enterprise, performance monitoring is paramount to ensure the new product's sustainability. Key performance indicators include conversion rate, average order value, customer acquisition channels and sales generated through partnerships. These metrics are tracked by means of the e-commerce platform's integrated digital tools, thus, no additional financial resources are required.

7.3.4. Gantt Chart

The premium line's implementation is structured over a 12-week period, allowing for a phased execution of all key activities required for launch.

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Figure 14.
Gantt Chart.



Note. Author's own elaboration (2026).

In the first month, emphasis is placed on the establishment of the project's core foundations. Supplier confirmation and product setup, as well as legal adjustments and agreements, are carried out during the first three weeks simultaneously, as both activities are prerequisites for subsequent operational and commercial decisions. During these three weeks, supplier reliability is to be ensured, product specifications are to be defined and regulatory requirements are to be completed. The three-week duration, additionally, accounts for potential delays in documentation or negotiations. Packaging sourcing and setup begins in week 3 and extends until week 5. Its later start is intentional, since packaging decisions depend on final product characteristics, so initiating this activity once product specifications are defined guarantees coherence between the final product and its presentation.

During the second month, activities shift towards the development of the commercial and digital components, having multiple activities running in parallel to optimize time. Product integration begins once enough product definition is available, focusing on incorporating and setting the products into the digital platform, including product pages, descriptions and personalization options. Meanwhile, content production extends over a longer period due to the time needed to generate and design high-quality visual and communication assets, which are critical for *Infinitum*, not only because of the online jewelry context, but also because of the perceived barriers previously identified that are aimed to be tackled. Although both activities overlap, product integration is partially dependent on content

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production, as final product configuration requires the visual and descriptive materials. Therefore, it is scheduled to conclude once content is sufficiently advanced. At the same time, partnership development and pre-launch marketing preparation are carried out, as they require clarity on the product's offering and messaging but do not depend on full operational completion.

Finally, the third month focuses on activation and the awaited launch. The launch campaign begins approximately two months before peak event periods and continues after the official launch in order to support customer acquisition and conversion once the product is available. The official launch is scheduled to take place in week 10, once all operational, legal and digital elements are finalized, resulting in execution risk minimization. Immediately after the official launch, ongoing operations begin, ensuring a smooth transition from the project's implementation to the business' regular activity.

This phased approach ensures that essential activities are prioritized and coordinated efficiently overall, allowing for time and resource optimization.

7.4. Contingency Plan

Several potential risk scenarios have been identified for *Infinitem: Shared Milestones*, along with their corresponding mitigation strategies.

The first potential risk relates to supplier dependency, particularly to production delays and quality inconsistencies. Since the product combines premium positioning with personalization through engravings, any disruption can directly affect delivery times and perceived value. In order to mitigate this risk, *Infinitem* will work with reliable suppliers, establish clear production timelines and have supplier alternatives when possible. In addition, delivery estimates will include buffer time to account for potential delays in personalized production.

A second risk concerns lower-than-expected demand. Even though MVP results indicate interest, actual purchase behaviour may differ under real conditions. To address this issue, the business deliberately has a cost structure that is characterized by low fixed costs and being predominantly variable, allowing the company to adjust marketing investments and production volumes according to real demand. In particular, marketing performance indicators such as conversion rate, CTR and pre-order volume, to name but a few, will act as early signals of demand, allowing *Infinitem* to adjust its marketing in real time.

In parallel, *Infinitem* will implement a system of pre-order campaigns in the early stages of launch to validate demand before committing to production. By means of this

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approach, demand can be tested in real conditions without increasing inventory risk or upfront costs. In addition, a made-to-order approach will be adopted, which will ensure that production is aligned with real demand, hence minimizing inventory exposure. Together, these mechanisms are likely to reduce uncertainty, enhance demand predictability and provide early indicators of product acceptance, directly providing decisive information regarding the continuation, adjustment or discontinuation of the project.

With the aim of effectively assessing the continuity of the project, a clear decision threshold, or “pain point”, has been defined: if *Infinitem: Shared Milestones* fails to generate enough sales to offset the approximately 1,000€ incurred costs corresponding to the first two months within the first 2-3 months post-launch, the collection will be discontinued or noticeably scaled down so as to limit financial exposure, since this would indicate insufficient and inconsistent demand. This threshold is rooted in the premium line’s ability to generate enough sales to cover the line’s variable costs and move toward break-even.

A third risk is linked to the business’ online nature and the product’s symbolic nature. The product’s value proposition relies heavily on emotional perception and perceived quality, causing potential hesitation among potential customers due to the inability to physically experience the product. To mitigate this issue, the firm will prioritize visual content, including real-life representation of the pieces, detailed close-ups and user-generated content, to reduce uncertainty and reinforce trust.

It should also be noted that demand for the product is inherently linked to specific life events, thus introducing a degree of seasonality that is bound to result in sales fluctuations during the year. To address this, marketing efforts will be strategically concentrated in those periods that lead up to peak seasons, although a consistent baseline presence will be maintained to ensure continuous brand visibility. Over time, the company will also explore adjacent occasions to broaden its scope and potentially reduce seasonal dependence.

If the project were not to meet the defined threshold and was therefore discontinued, the exit strategy would focus on minimizing losses as much as possible through inventory exposure limits. This would be achieved by prioritizing on-demand production, liquidating remaining stock through targeted promotions and cutting down on non-essential marketing and operational expenses. Moreover, developed digital and visual assets will be repurposed within *Infinitem’s* core business, preserving part of the upfront investment.

To sum up, anticipating potential risks, defining clear decision-making criteria and implementing both preventive and corrective measures enables *Infinitem* to respond effectively to unexpected situations, therefore minimising their impact on the brand.

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7.5. Financial Planning and Projections

The development of financial projections is essential to assess the premium event-based collection's economic viability and long-term scalability. Since this project constitutes an addition to the already operating e-commerce business, the following projections should be interpreted as financial estimations associated exclusively with this new line and not as a representation of the company's overall financial performance.

Due to the fact that *Infinitem* was established in 2024, its current financial structure mirrors an early-stage firm characterized by limited revenue generation and constrained profitability. Hence, within this framework, the introduction of the premium, higher-margin collection is forecasted to boost the company's financial performance by increasing average order value and enhancing gross margins.

The projections presented below are, therefore, based on a realistic and progressively accelerating growth scenario that aligns with the validated demand, the marketing strategy and the operational model that has been defined throughout this thesis.

7.5.1. Financial assumptions

Financial projections are based on a five-year scenario whereby 2027 is the first year of projected activity. In line with the implementation schedule defined in the Gantt chart (Figure 14), the first three months of 2027, that is, from January to March, are allocated to setup activities, among them supplier coordination, website adaptation, content creation and launch preparation, to name but a few. Therefore, commercial activity is assumed to start in March 2027, the first year's revenue projection reflecting a partial selling period within the year instead of a full twelve-month commercial cycle.

Revenue projections originate from the expected order volume and average order value, estimated at 275€. In line with the previously defined objectives, the premium event-focused line is expected to generate around 13,500€ in the first year, followed by a progressive growth trajectory, reaching approximately 49,000€ by the fifth year. This pattern shows the cumulative effects of increased brand awareness, enhanced customer trust, better conversion rates and the development of partnerships with specialized ateliers and occasion wear boutiques.

As for the cost of goods sold, this is estimated at 45-50% of the retail price, an assumption that is consistent with *Infinitem's* current pricing approach, whereby selling prices are set at approximately double the production cost, as well as with the industry's gross margin benchmarks. Regarding packaging costs, these are estimated between 2€ and 4€ per order and include branded packaging materials, such as jewelry boxes and

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bags, interior support materials and presentation elements, all of which reinforce the brand's premium positioning.

To conclude, it should be mentioned that a standard corporate tax rate of 25% has been applied throughout the projections, aligning with Spain's general corporate tax framework. Although newly created companies may benefit from a reduced tax rate in their initial years, a conservative approach has been adopted so as to ensure consistency and avoid profitability overestimations.

7.5.2. Income Statement

The projected income statement reflects the gradual development of *Infinitum's* premium event-focused line, evolving from an initial validation phase towards a mature and scalable model. Instead of following a strictly linear pattern, growth is likely to accelerate over time, as early investments in brand awareness and customer acquisition start to translate into higher conversion rates, stable demand and enhanced profitability, also staying consistent with digital-first brands, where initial activity tends to be limited but as brand awareness and trust increase, activity does too. It should be noted that the forecasted income statement does not reflect the total cost structure of *Infinitum*, but only the corresponding incremental revenues and costs that are directly associated with the creation and development of the proposed premium event-focused line, in light that it has been developed under the assumption that the premium line operates as an addition to the existing business structure.

Year 1: Detailed Monthly Income Statement

In view of the project's current timing, as well as the estimated three-month setup period that is required for the preparation of the collection's launch, starting commercial activity in 2026 would not allow *Infinitum* to operate under realistic market conditions. Demand for the product is highly seasonal, with peak purchase periods concentrated in the months leading up to milestone events such as communions and weddings. As these events typically take place between April and June, effective customer acquisition requires marketing activity to begin several weeks or months in advance, which under the present circumstances, would not be possible. Consequently, launching the line mid-year would hinder the firm's capability to adequately prepare the collection, develop the visual content and carry out the corresponding marketing campaigns.

For this reason, the launch is assumed at the beginning of 2027, providing enough time to prepare and enabling the firm to fully capture peak demand periods. The following table presents a detailed monthly income statement for the first operative year.

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Table 1(a).
Detailed 2027 Monthly Income Statement (January-June).

INCOME STATEMENT	January	February	March	April	May	June
Revenue	0,00 €	0,00 €	1.200,00 €	2.300,00 €	3.400,00 €	2.200,00 €
Equivalent in bundles sold (based on AOV)	0	0	5	9	13	8
Cost of goods sold	0,00 €	0,00 €	540,00 €	1.035,00 €	1.530,00 €	990,00 €
Packaging	0,00 €	0,00 €	60,00 €	115,00 €	170,00 €	110,00 €
GROSS PROFIT	0,00 €	0,00 €	600,00 €	1.150,00 €	1.700,00 €	1.100,00 €
Marketing	-140,00 €	-180,00 €	-250,00 €	-300,00 €	-200,00 €	-150,00 €
Website and platform costs	-20,00 €	-20,00 €	-20,00 €	-20,00 €	-20,00 €	-20,00 €
Professional services	-500,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Administrative expenses	-40,00 €	-40,00 €	-40,00 €	-40,00 €	-40,00 €	-40,00 €
Transaction and banking fees	0,00 €	0,00 €	-30,00 €	-60,00 €	-90,00 €	-60,00 €
Insurance	0,00 €	0,00 €	-15,00 €	-15,00 €	-15,00 €	-15,00 €
Other operating expenses	-70,00 €	-70,00 €	-70,00 €	-70,00 €	-70,00 €	-70,00 €
TOTAL OPERATING EXPENSES	-770,00 €	-310,00 €	-425,00 €	-505,00 €	-435,00 €	-355,00 €
EBITDA	-770,00 €	-310,00 €	175,00 €	645,00 €	1.265,00 €	745,00 €
Depreciation	-15,00 €	-15,00 €	-15,00 €	-15,00 €	-15,00 €	-15,00 €
EBIT	-785,00 €	-325,00 €	160,00 €	630,00 €	1.250,00 €	730,00 €
Financial expenses	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
PROFIT BEFORE TAX	-785,00 €	-325,00 €	160,00 €	630,00 €	1.250,00 €	730,00 €
Taxes (25%)	0,00 €	0,00 €	-40,00 €	-157,50 €	-312,50 €	-182,50 €
NET PROFIT	-785,00 €	-325,00 €	120,00 €	472,50 €	937,50 €	547,50 €

Note. Author's own elaboration (2026).

Table 1(b).
Detailed 2027 Monthly Income Statement (July-December).

INCOME STATEMENT	July	August	September	October	November	December	TOTAL
Revenue	1.100,00 €	600,00 €	900,00 €	800,00 €	500,00 €	500,00 €	13.500,00 €
Equivalent in bundles sold (based on AOV)	4	3	4	3	2	2	53
Cost of goods sold	495,00 €	270,00 €	405,00 €	360,00 €	225,00 €	225,00 €	6.075,00 €
Packaging	55,00 €	30,00 €	45,00 €	40,00 €	25,00 €	25,00 €	675,00 €
GROSS PROFIT	550,00 €	300,00 €	450,00 €	400,00 €	250,00 €	250,00 €	6.750,00 €
Marketing	-120,00 €	-80,00 €	-100,00 €	-100,00 €	-80,00 €	-80,00 €	-1.780,00 €
Website and platform costs	-20,00 €	-20,00 €	-20,00 €	-20,00 €	-20,00 €	-20,00 €	-240,00 €
Professional services	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	-500,00 €
Administrative expenses	-40,00 €	-40,00 €	-40,00 €	-40,00 €	-40,00 €	-40,00 €	-480,00 €
Transaction and banking fees	-30,00 €	-15,00 €	-24,00 €	-21,00 €	-15,00 €	-15,00 €	-360,00 €
Insurance	-15,00 €	-15,00 €	-15,00 €	-15,00 €	-15,00 €	-15,00 €	-150,00 €
Other operating expenses	-70,00 €	-70,00 €	-70,00 €	-70,00 €	-70,00 €	-70,00 €	-840,00 €
TOTAL OPERATING EXPENSES	-295,00 €	-240,00 €	-269,00 €	-266,00 €	-240,00 €	-240,00 €	-4.350,00 €
EBITDA	255,00 €	60,00 €	181,00 €	134,00 €	10,00 €	10,00 €	2.400,00 €
Depreciation	-15,00 €	-15,00 €	-15,00 €	-15,00 €	-15,00 €	-15,00 €	-180,00 €
EBIT	240,00 €	45,00 €	166,00 €	119,00 €	-5,00 €	-5,00 €	2.220,00 €
Financial expenses	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
PROFIT BEFORE TAX	240,00 €	45,00 €	166,00 €	119,00 €	-5,00 €	-5,00 €	2.220,00 €
Taxes (25%)	-60,00 €	0,00 €	-41,50 €	-29,75 €	0,00 €	0,00 €	-823,75 €
NET PROFIT	180,00 €	45,00 €	124,50 €	89,25 €	-5,00 €	-5,00 €	1.396,25 €

Note. Author's own elaboration (2026).

As illustrated in Tables 1(a) and 1(b), in 2027, a total revenue of approximately 13,500€, equivalent to around 53 bundles sold, is forecasted to be generated by the premium line. Nonetheless, this sum reflects a partial commercial year, since no sales are generated during the first two months, which are dedicated to the development of the setup activities. Hence, commercial activity begins in March.

Revenue follows a clearly seasonal pattern, whereby the highest concentration of sales takes place between the months of April and June. This aligns with milestone events' demand cycle, where purchasing decisions are typically made weeks or months in advance. As a result, marketing expenditure is deliberately concentrated in the months prior to this peak period, that is, from February to April, so as to reinforce customer acquisition and conversion during the most relevant months.

From a cost perspective, both initial and recurring investments are included. Because visual assets are created prior to launch, content production costs like professional photography are concentrated at the beginning of the year, leading to heightened expenses in January in comparison to the rest of the year, as portrayed in Table 1(b).

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Marketing expenses incorporate organic content production, paid media campaigns, including social media advertising, on Instagram and TikTok in particular, and Google Ads, and outsourced specialized services. This approach allows *Infinitem* to conserve a flexible and scalable cost structure by avoiding fixed salary costs and adjusting marketing investment to the business' performance and revenue evolution. Marketing costs also include the initial design and printing of the promotional brochures intended for selected partner ateliers and occasion wear boutiques prior to launch.

Other operating costs, among them website maintenance, administrative expenses, transaction fees and insurance, are maintained at a relatively stable rate throughout the year, reflecting the digital-first business model's lean structure. Website and platform costs are intentionally limited, as the proposal takes advantage of *Infinitem's* existing e-commerce infrastructure rather than developing a completely independent website. Consequently, these expenses correspond to the integration and maintenance of the premium line in the digital environment, including the creation of the dedicated pre-order landing page as well as any other platform functionalities. As for the projected financial expenses, these were not incorporated in the first year's income statement forecast, given that the premium line's financing during its initial stage does not rely on external debt.

As a whole, the detailed 2027 monthly income statement demonstrates an initial period of negative results during the setup phase, followed by heightened profitability during peak demand months and moderate performance during the remainder of the year, a pattern that is consistent with the event-driven collection's nature.

On an annual basis, *Infinitem* achieves a positive net profit of approximately 1,396.25€. The first year, therefore, reflects the evolution from initial investment to early revenue generation, confirming the proposal's financial viability.

Years 1 to 5: Annual Income Statement Projections

As described in the income statement's monthly breakdown above, the first financial year presents a non-linear pattern, combining an initial setup phase, a peak demand period and subsequent stabilization. However, from the second year onwards, as the initial launch phase is completed and commercial activity is carried out throughout the year, the business transitions into a more stable and predictable operating cycle. As a consequence, revenue generation becomes more evenly distributed, cost structures stabilize as setup investments are no longer required and marketing shifts from initial acquisition towards optimization and retention.

The following table presents the income statement projections for the first five financial years, providing a consolidated view of the business' expected financial evolution.

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Table 2.
Five-Year Income Statement.

INCOME STATEMENT	2027	2028	2029	2030	2031
Revenue	13.500,00 €	15.000,00 €	21.000,00 €	30.000,00 €	49.000,00 €
Equivalent in bundles sold (based on AOV)	50	55	77	110	179
Cost of goods sold	6.075,00 €	-6.750,00 €	9.200,00 €	13.000,00 €	21.000,00 €
Packaging	675,00 €	-900,00 €	-1.200,00 €	-1.400,00 €	-1.800,00 €
GROSS PROFIT	6.750,00 €	7.350,00 €	10.600,00 €	15.600,00 €	26.200,00 €
Marketing	-1.780,00 €	-1.600,00 €	-2.400,00 €	-3.200,00 €	-4.800,00 €
Website and platform costs	-240,00 €	-300,00 €	-400,00 €	-500,00 €	-600,00 €
Professional services	-500,00 €	-700,00 €	-800,00 €	-900,00 €	-1.000,00 €
Administrative expenses	-480,00 €	-250,00 €	-300,00 €	-400,00 €	-500,00 €
Transaction and banking fees	-360,00 €	-120,00 €	-180,00 €	-250,00 €	-350,00 €
Insurance	-150,00 €	-130,00 €	-150,00 €	-180,00 €	-200,00 €
Other operating expenses	-840,00 €	-500,00 €	-700,00 €	-900,00 €	-1.200,00 €
TOTAL OPERATING EXPENSES	-4.350,00 €	-3.600,00 €	-4.930,00 €	-6.330,00 €	-8.650,00 €
EBITDA	2.400,00 €	3.750,00 €	5.670,00 €	9.270,00 €	17.550,00 €
Depreciation	-180,00 €	-200,00 €	-200,00 €	-200,00 €	-200,00 €
EBIT	2.220,00 €	3.550,00 €	5.470,00 €	9.070,00 €	17.350,00 €
Financial expenses	0,00 €	-90,00 €	-100,00 €	-90,00 €	-80,00 €
PROFIT BEFORE TAX	2.220,00 €	3.460,00 €	5.370,00 €	8.980,00 €	17.270,00 €
Taxes (25%)	-823,75 €	-790,00 €	-1.242,00 €	-2.120,00 €	-4.168,00 €
NET PROFIT	1.396,25 €	2.670,00 €	4.128,00 €	6.860,00 €	13.102,00 €

Note. Author's own elaboration (2026).

In 2028, revenue is projected to increase to 15,000€, supported by enhanced brand visibility and the gradual accumulation of customer trust. During this year, marketing activities are likely to become more efficient, as the company not only optimizes its presence across Instagram and TikTok, but improves its campaigns on Google Ads too. At the same time, the reduction of the one-off setup costs that took place in 2027 allows a greater proportion of the revenue to translate into operating profit. Consequently, net profit is expected to increase to 2,670€, showing a transition towards a more stable revenue model. From the second year onwards, financial expenses are projected to be limited. These expenses primarily refer to financing-related costs or interest payments that may arise once the business starts to scale and increased working capital support is required. Nonetheless, due to the business' asset-light structure and the absence of significant fixed investments, financial expenses are expected to remain relatively low throughout the projection period presented above.

By 2029, revenue is expected to reach 21,000€ and net profit to rise to 4,128€. Such growth is likely to be driven by boosted brand recognition, improved content performance and higher conversion rates. Additionally, partnerships with specialized ateliers and occasion wear boutiques are expected to begin to contribute more significantly to customer acquisition, providing access to more qualified leads. Despite operating expenses increasing, marketing costs in particular, these are expected to remain proportionate to revenue growth.

In 2030, revenue is forecasted to grow to 30,000€, signaling a clear transition in the scaling phase. At this stage, *Infinitum* likely benefits from a more established positioning within its niche. Marketing investments, among them Google Ads, would be strategically allocated based on past data, hence improving their efficiency and return on investment (ROI). Furthermore, as revenue growth outweighs cost increases, *Infinitum* is expected to benefit from operating leverage. Net profit would therefore reach 6,860€, reflecting significant profitability improvements.

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Lastly, by 2031, revenue is forecasted to reach 49,000€, proving consistency with the premium line's previously defined objectives. At this point, the firm is likely to benefit from a consolidated market presence, strong brand recognition and well-established partnerships, all of which contribute to the generation of a stable demand flow. The cost structure remains efficient due to outsourced production and specialized services, allowing the business' growth to outpace its associated costs. Net profit would reach 13,102€, corresponding to a net margin above 20%, thus confirming the collection's long-term viability and scalability.

7.5.3. Balance Sheet

The projected balance sheet is expected to reflect a financially flexible, low-capital-intensive structure, consistent with the business' e-commerce model and in which production is outsourced and reliance on physical assets is limited.

Table 3.
Balance Sheet.

ASSETS	2027	2028	2029	2030	2031
NON CURRENT ASSETS					
Intangible assets	1.200,00 €	1.000,00 €	800,00 €	600,00 €	400,00 €
TOTAL NON CURRENT ASSETS	1.200,00 €	1.000,00 €	800,00 €	600,00 €	400,00 €
CURRENT ASSETS					
Inventory	500,00 €	600,00 €	800,00 €	1.000,00 €	1.200,00 €
Trade receivables	50,00 €	100,00 €	150,00 €	200,00 €	250,00 €
Cash and cash equivalents	6.050,00 €	8.036,25 €	12.547,00 €	17.795,00 €	23.375,00 €
TOTAL CURRENT ASSETS	6.600,00 €	8.736,25 €	13.497,00 €	18.995,00 €	24.825,00 €
TOTAL ASSETS	7.800,00 €	9.736,25 €	14.297,00 €	19.595,00 €	25.225,00 €
EQUITY AND LIABILITIES					
EQUITY					
Share capital	3.000,00 €	3.000,00 €	3.000,00 €	3.000,00 €	3.000,00 €
Retained earnings	1.075,00 €	1.396,25 €	2.670,00 €	4.128,00 €	6.860,00 €
TOTAL EQUITY	4.075,00 €	4.396,25 €	5.670,00 €	7.128,00 €	9.860,00 €
NON CURRENT LIABILITIES			0,00 €		
Non-current liabilities	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
TOTAL NON CURRENT LIABILITIES	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
CURRENT LIABILITIES					
Trade payables	800,00 €	1.000,00 €	1.500,00 €	2.000,00 €	2.500,00 €
Taxes payable	525,00 €	790,00 €	1.242,00 €	2.120,00 €	4.168,00 €
Other current liabilities	2.400,00 €	3.550,00 €	5.885,00 €	8.347,00 €	8.697,00 €
TOTAL CURRENT LIABILITIES	3.725,00 €	5.340,00 €	8.627,00 €	12.467,00 €	15.365,00 €
TOTAL EQUITY AND LIABILITIES	7.800,00 €	9.736,25 €	14.297,00 €	19.595,00 €	25.225,00 €

Note. Author's own elaboration (2026).

From an asset standpoint, total assets are forecasted to grow progressively over the five-year period, such growth driven primarily by the increase in cash and cash equivalents resulting from the accumulation of retained earnings. The increasing cash and cash equivalents position therefore not only indicates strengthened liquidity, but *Infinitum's* ability to self-finance its expansion without the need for external funding.

Non-current assets are projected to remain relatively low and, over time, gradually decline due to depreciation. These assets primarily consist of intangible assets, such as website, digital tools and initial investments for branding purposes. Since the firm does

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not rely on physical infrastructure, like a retail space or production facility, capital expenditure is minimal, reinforcing the model's flexibility.

In terms of current assets, these are expected to constitute the largest proportion of *Infinitem's* total assets. Within this category, cash and cash equivalents are forecasted as the most notable component, which reflects the business' generation of positive cash flow, as well as the direct-payment nature of its digital sales model. As for trade receivables, these are projected to remain significantly limited due to the fact that most transactions are processed by means of immediate online payment methods that are typical in e-commerce platforms. Inventory levels are expected to be controlled too because of the hybrid production model adopted, where protagonist pieces follow a made-to-order production model for protagonist pieces and complementary guest pieces a limited stock one.

In contrast, on the liabilities side, *Infinitem* is forecasted to maintain a low level of short-term obligations, these relating to supplier payments, taxes payable and other operating expenses. The absence of a long-term debt reduces financial risk and proves the business' adoption of a conservative financial strategy. In regard to trade payables, these are expected to be moderate throughout the five-year period due to the firm's limited scale and startup nature, which may hinder its ability to negotiate favorable supplier credit terms and require short payment terms with suppliers. In spite of this, current liabilities are expected to increase progressively as the business' activity grows too.

Over time, equity is expected to increase steadily, improving the company's financial stability and improving its ability to support any growth initiatives that may emerge in the future. The limited need for external financing strengthens the model's sustainability, internally generated resources serving as the primary support for expansion.

Taking all of this into account, the projected balance sheet reinforces the financially stable and scalable structure in which the premium event-focused line is to operate in. By combining low capital requirements, strong liquidity generation and controlled liabilities, the business's likelihood of growing sustainably is heightened.

7.5.4. Financial performance assessment

The financial projections previously analyzed prove the premium event-focused line to be economically viable and able to contribute to *Infinitem's* growth. Despite the modest performance of the first financial year, the collection is projected to achieve progressive revenue growth, as a result of enhanced brand awareness, marketing efficiency and the development of strategic partnerships. Due to outsourced production and the absence of significant fixed investments, significant margins and profits are projected not only to be generated, but to steadily increase over time, achieving solid net margins by the fifth

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year. Taken together, these elements demonstrate that *Infinitem: Shared Milestones* is a financially sustainable and scalable opportunity.

7.6. Budget and Investment

7.6.1. Initial investment requirements

The launch of *Infinitem: Shared Milestones* does not require a substantial structural investment, given that it builds on *Infinitem's* existing e-commerce infrastructure. Hence, initial financial needs are primarily associated with the marketing activation campaigns, product development, inventory and branding elements.

The first production batch constitutes the most significant upfront cost. In light of the defined pricing strategy, that is, gross margins above 55%, and the assumption that production cost represents approximately 50% of the selling price, investment for the initial inventory is estimated at 1,000€-1,500€, equivalent to between 4 and 6 bundles. This allows for a minimum yet viable assortment of guest pieces across the three event categories, without incurring inventory risks in such an early stage. Despite suppliers' estimated production lead time of 15 days, *Infinitem's* suppliers require minimum order quantities per production batch, making it necessary for initial inventory so as to meet supplier conditions.

Packaging materials suppose a relevant cost too. As observed in the current business model, *Infinitem* makes use of branded jewelry boxes and paper bags that are purchased in bulk and stored in-house. Hence, initial packaging investment is projected to be around 150€-300€, an estimation that is based on the expected initial inventory volume and that entails economies of scale. Furthermore, just like *Infinitem's* suppliers, its packaging suppliers also operate with minimum purchase quantities, making it necessary for the acquisition in bulk of packaging materials.

At launch, marketing represents a critical component, hence why an initial budget of 1,500€-2,500€ is allocated to it. This budget includes paid media campaigns on social media platforms, that is, Instagram and TikTok through Meta Ads, and Google Ads. The inclusion of Google Ads is specifically important in order to capture high-intent demand, such as users seeking event jewelry. This initial marketing investment is intended to support the launch phase, after which the monthly expenses allocated to marketing are forecasted to stabilize at a lower level.

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To add on, a buffer of approximately 1,000€ is incorporated for operational and administrative costs, which include legal setup, accounting services and digital tools required for the e-commerce activity's management. This buffer also provides *Infinitem* with certain financial flexibility by allowing the firm to absorb potential minor unexpected costs or financial miscalculations that may emerge during the launch.

In synthesis, the total estimated budget required for *Infinitem: Shared Milestones'* launch is between 3,650€ and 5,300€, reflecting a relatively low entry barrier that aligns with the brand's digital-first, asset-light business model.

7.6.2. Scaling investment needs

As the business transitions from launch to growth, financial needs evolve from initial setup towards scaling operations.

The aforementioned projections show that, by the fifth year, revenue could reach 49,000€. To sustain this level of activity, higher inventory levels, as well as more frequent production cycles are required. Therefore, working capital needs are projected to progressively increase, primarily because of the larger purchase volumes and the need to avoid stockouts during peak seasonal periods.

At the same time, marketing becomes the primary driver for growth. In contrast to the launch phase, whereby marketing expenditure is allocated to testing and awareness, more structured and scalable campaigns are required in this phase. This includes increased spending on Meta Ads, to boost traffic and engagement, and Google Ads, to capture conversion-oriented demand, as well as potential investment in influencer collaborations.

Consequently, additional funding requirements during years 3 to 5 are estimated at 5,000€-8,000€ cumulatively. It should be highlighted that these funds are not intended to cover operational losses, but to accelerate growth and improve market positioning. With such an estimated budget, scaling is guaranteed to continue to be controlled and aligned with the product's demand, while allowing *Infinitem* to achieve its strategic objectives without incurring excessive financial exposure.

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7.6.3. Fundraising strategy

Due to the low capital requirements and a progressive path to profitability, both outlined in the sections above, the most suitable fundraising strategy for *Infinitem: Shared Milestones* combines internal financing with low-risk external funding sources.

During the initial phase, the company is expected to mainly rely on internal resources and the founder's capital. However, as the business grows, the main financing mechanism is the reinvestment of retained earnings. As illustrated in the financial projections, *Infinitem* is projected to generate positive results from an early stage, allowing for self-financing through retained earnings. In the case that additional funding were required, external financing options, such as small business loans or public entrepreneurship support programs in Spain, could be taken into consideration. An example of the latter is the ENISA Entrepreneurs funding line, an initiative that, under flexible financing conditions, offers loans to startups and newly created businesses in Spain (*Emprendedoras Digitales*, n.d.). These instruments are particularly suitable for *Infinitem*, given that they provide access to capital under generally favorable conditions without sacrificing control over the business.

To sum up, the fundraising strategy proposed prioritizes operational flexibility and financial sustainability, hence why it is deliberately conservative, an approach that aligns with the business' nature.

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8. Conclusions

The development of the present project has provided an extensive and structured assessment of *Infinitum's* premium event-focused jewelry line *Infinitum: Shared Milestones'* viability, desirability and strategic coherence. The project's analysis, which included both primary and secondary research, business model definition and validation through the design of an MVP, leads to an undeniable conclusion: the proposed business initiative is a feasible and well-founded growth opportunity.

From a market perspective, the results corroborate that the jewelry industry, and the demi-fine segment in particular, is experiencing a sustained expansion driven by consumers' growing preference for products that combine emotional value with perceived quality and accessible pricing. As outlined in the market analysis, this trend is further strengthened by evolving consumption patterns associated with self-expression, intergenerational gift-giving and symbolic life events. In this context, the suggested collection is not only consistent with macro-level trends, but addresses a clear gap between mass-market jewelry and traditional fine jewelry too.

This conclusion is further strengthened by the primary research and MVP validation. The findings indicated a high degree of consumer interest in event-tailored jewelry, as well as a strong willingness to pay at higher price points in exchange for enhanced quality. The simulated purchase environment shows that, when the concept is presented within a realistic setting, real purchase intention is generated beyond abstract interest, reinforcing the conclusion that the project is both conceptually appealing and commercially possible.

From a strategic viewpoint, the proposal directly addresses one of *Infinitum's* key challenges: quality perception within an e-commerce model. By introducing a higher-priced, higher-quality line, *Infinitum* reinforces credibility and improves positioning without compromising affordability. Moreover, the collection's event-driven nature brings about a steady and predictable revenue stream, supporting the business' long-term sustainability.

However, despite the strong validation, a pragmatic and critical standpoint regarding implementation should be adopted. Before a full-scale launch, a series of issues must be addressed, including the enhancement of online product visualization by means of professional photography, the heightening of brand awareness outside the founder's direct network, and clear differentiation between the business' core and extension lines in order to prevent potential confusion or brand dilution. Furthermore, with the aim of maintaining consistency with the suggested positioning, operational aspects, such as supplier selection and quality control, must be carefully thought upon.

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Beyond the business implications, this project has provided significant academic and personal learning. The project has provided a deeper understanding of how theoretical frameworks can be successfully applied to real business contexts and how these insights translate into strategic decision-making. Additionally, the MVP's development has brought attention to the importance of testing assumptions in real-world settings, showing that consumer behavior often differs between hypothetical and actual purchase intention.

Lastly, on a more personal level, the project has reinforced my interest in the jewelry and luxury industries, while also enabling me to put the knowledge acquired throughout my academic journey into practice, especially in areas such as branding, customer experience and strategic positioning. The process has required me to balance creativity with analytical precision and make decisions even when outcomes were uncertain, all of which are critical skills in the real-world business environment.

Without a doubt, *Infinitem* has transformed an ephemeral moment such as this business endeavor into a lasting memory.

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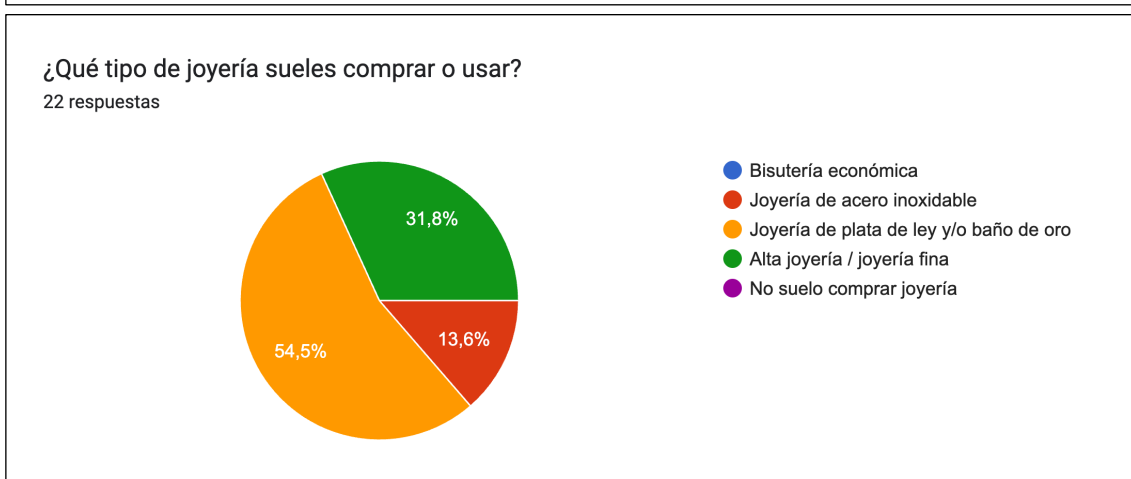
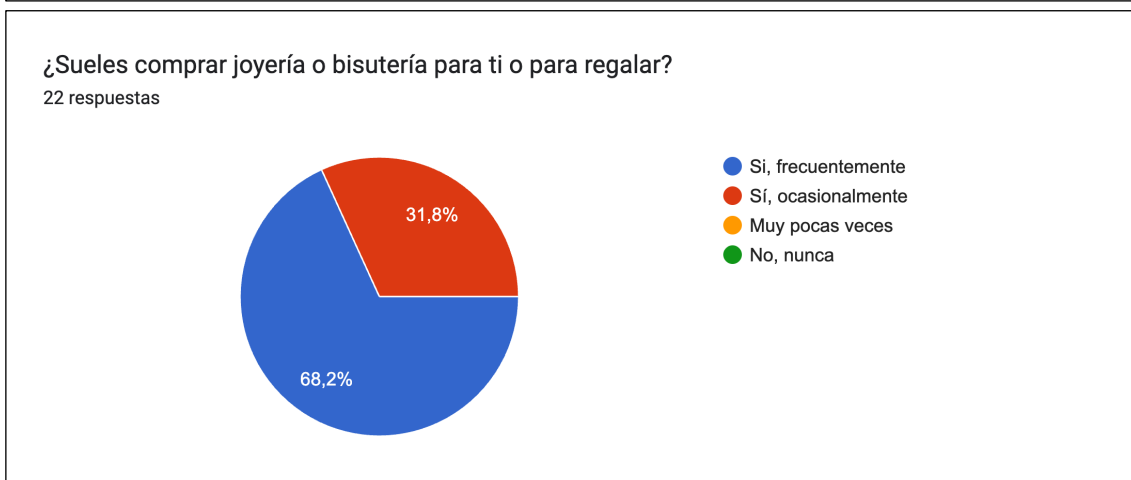
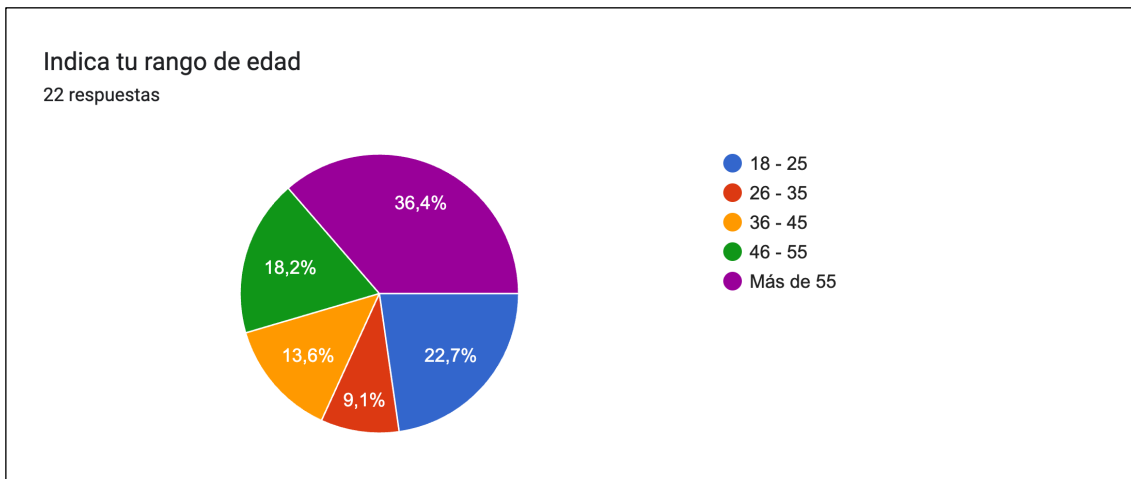
Thomas. (n.d.). Thomasnet. <https://www.thomasnet.com/>

TOUS atelier. (n.d.). TOUS. <https://www.tous.com/es-es/atelier/c/197>

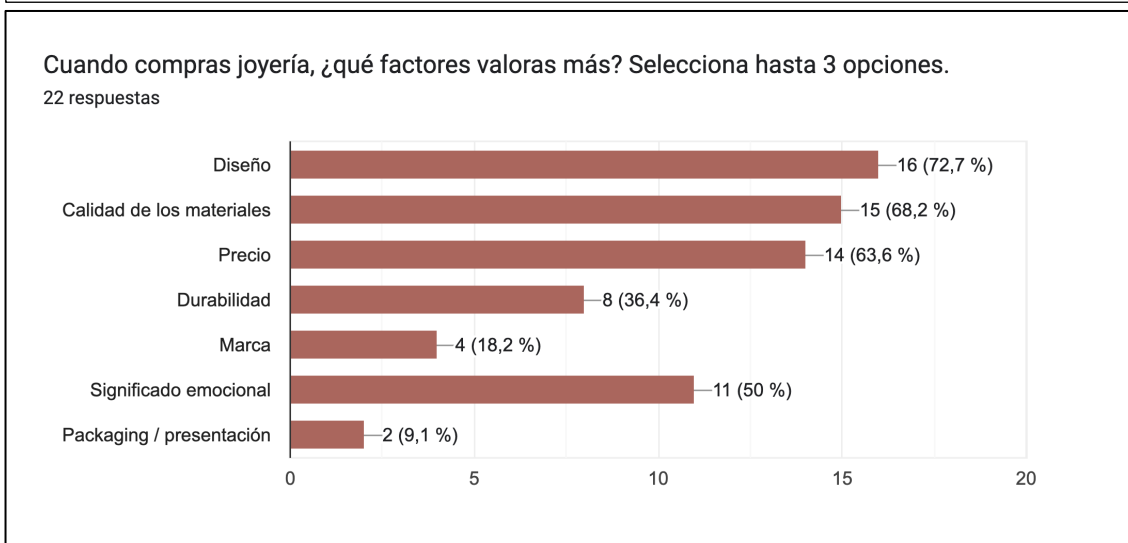
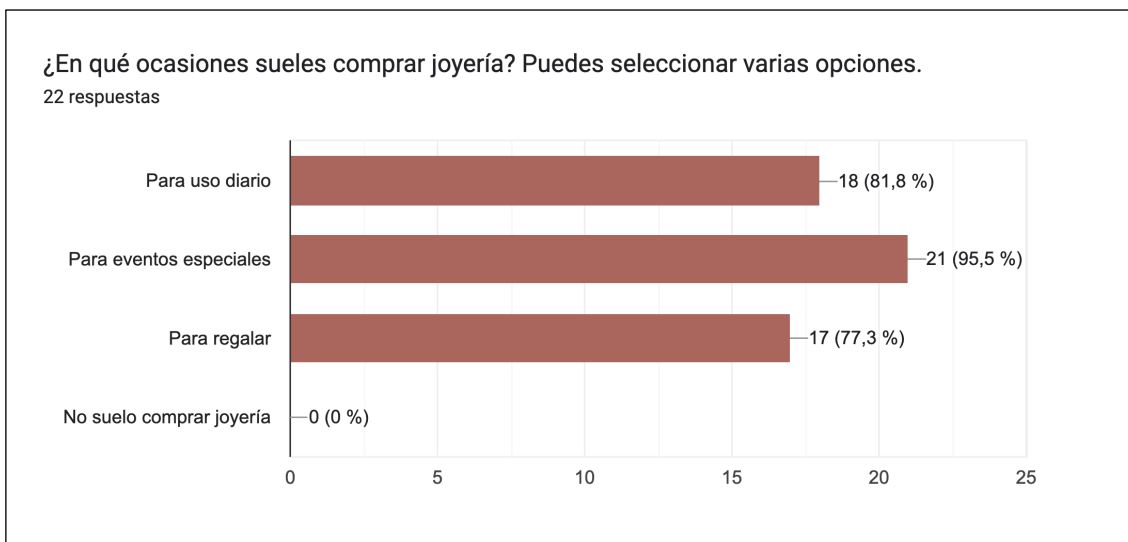
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Appendix

Appendix A: Primary Market Research Survey Results



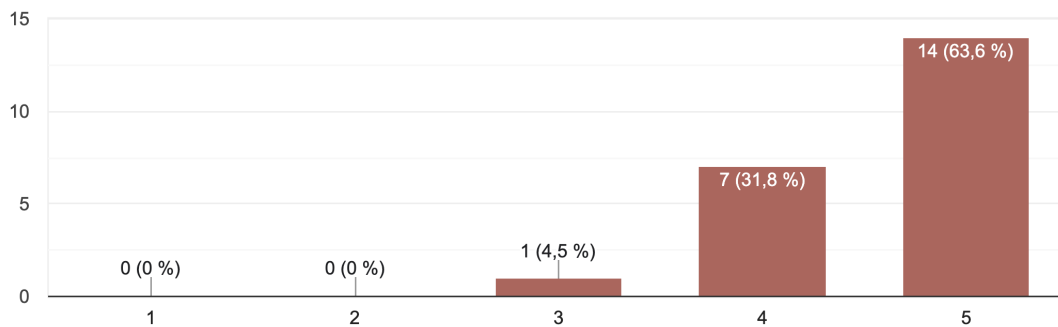
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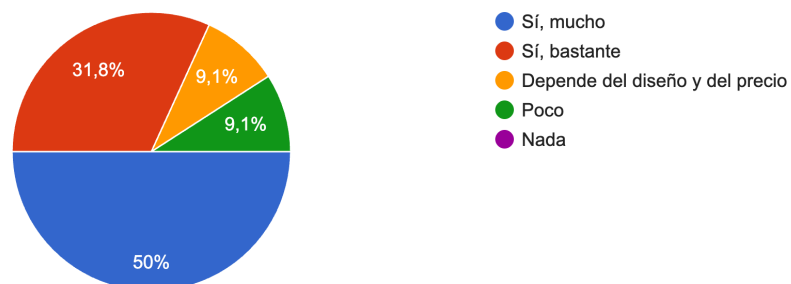
¿Hasta qué punto estás de acuerdo con la siguiente afirmación? “La joyería puede tener un valor emocional importante cuando está vinculada a un momento especial.”

22 respuestas



¿Te interesaría una colección de joyería diseñada específicamente para bodas, bautizos y comuniones?

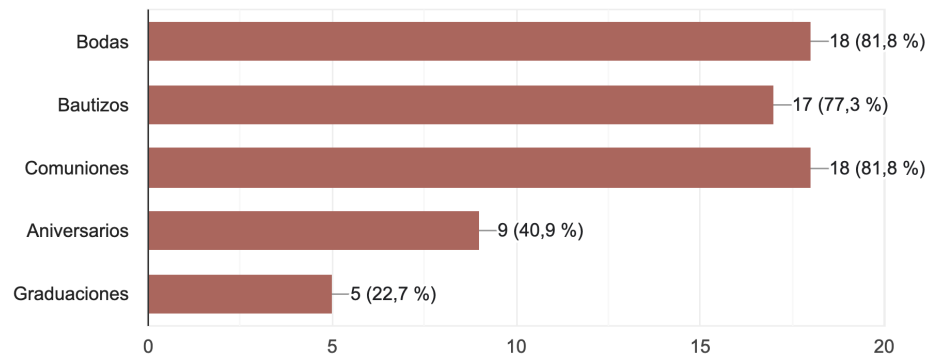
22 respuestas



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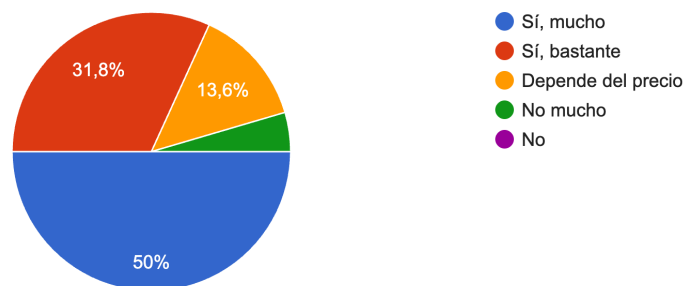
¿Qué tipos de evento relacionas más con joyería simbólica o emocional? Selecciona hasta 3 opciones.

22 respuestas

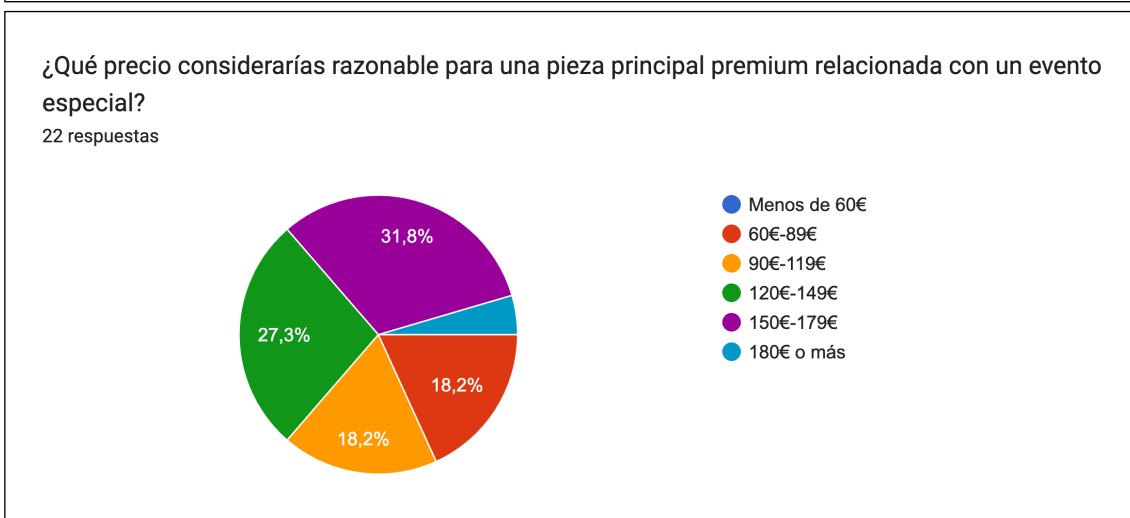
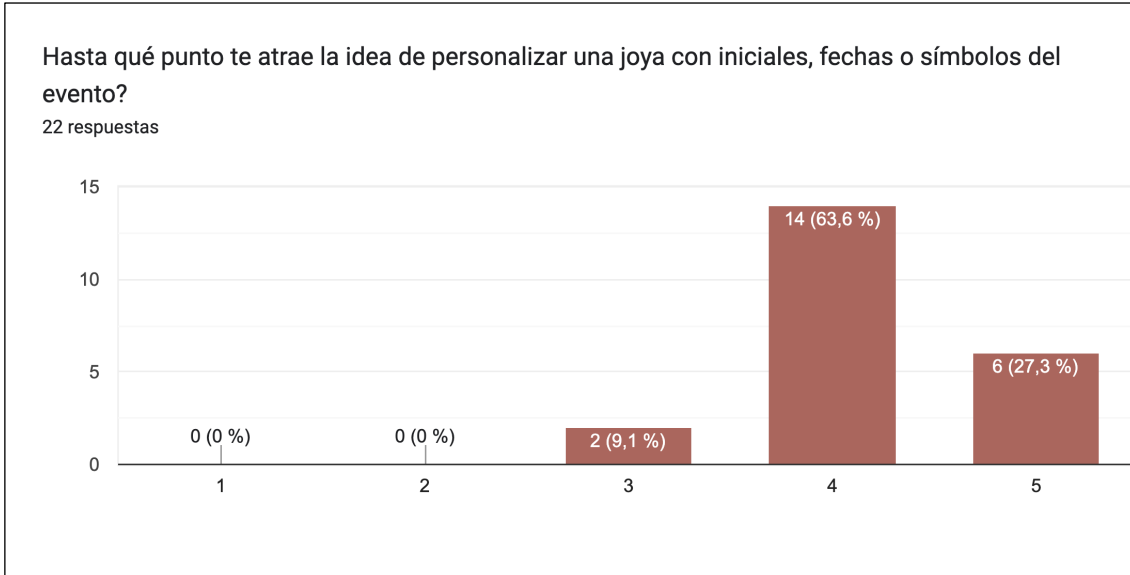


¿Te parecería interesante una colección que incluyera una pieza principal para la protagonista del evento y piezas complementarias para invitados o familiares?

22 respuestas



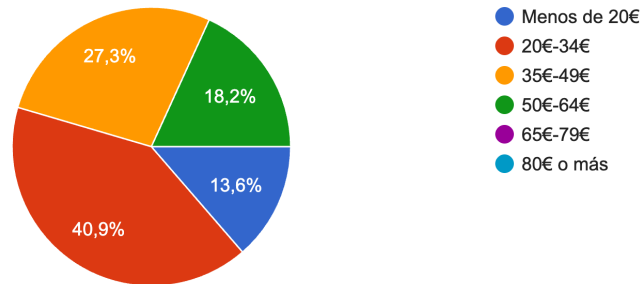
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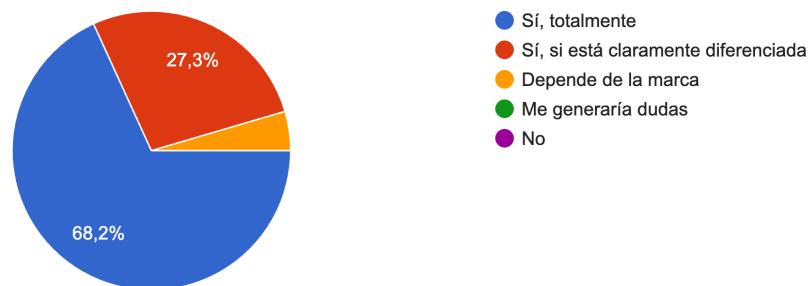
¿Qué precio considerarías razonable para piezas complementarias destinadas a invitados o familiares?

22 respuestas



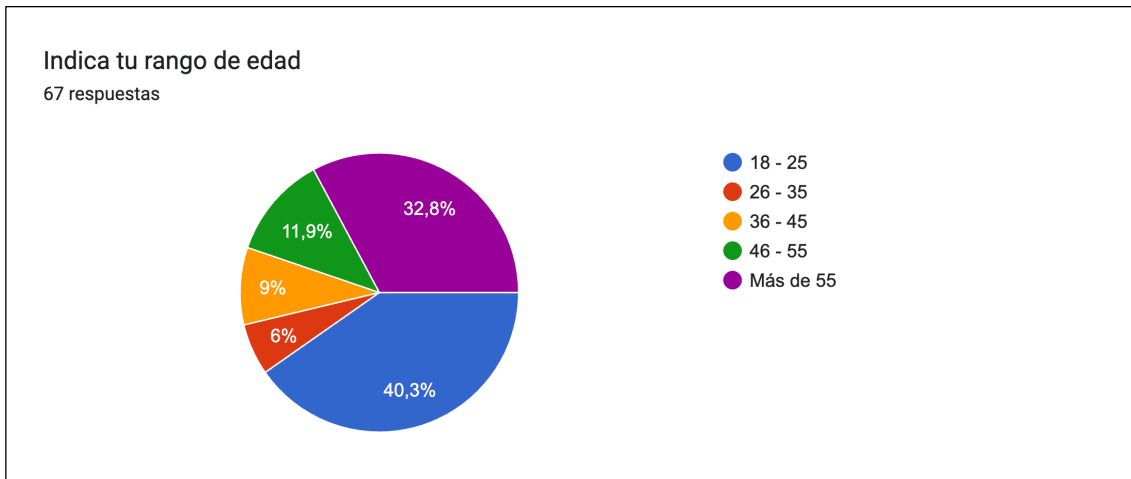
¿Te parecería creíble que una marca de joyería accesible lanzara una línea más premium para ocasiones especiales?

22 respuestas



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Appendix B: MVP Validation Survey Results



Una colección para momentos que importan

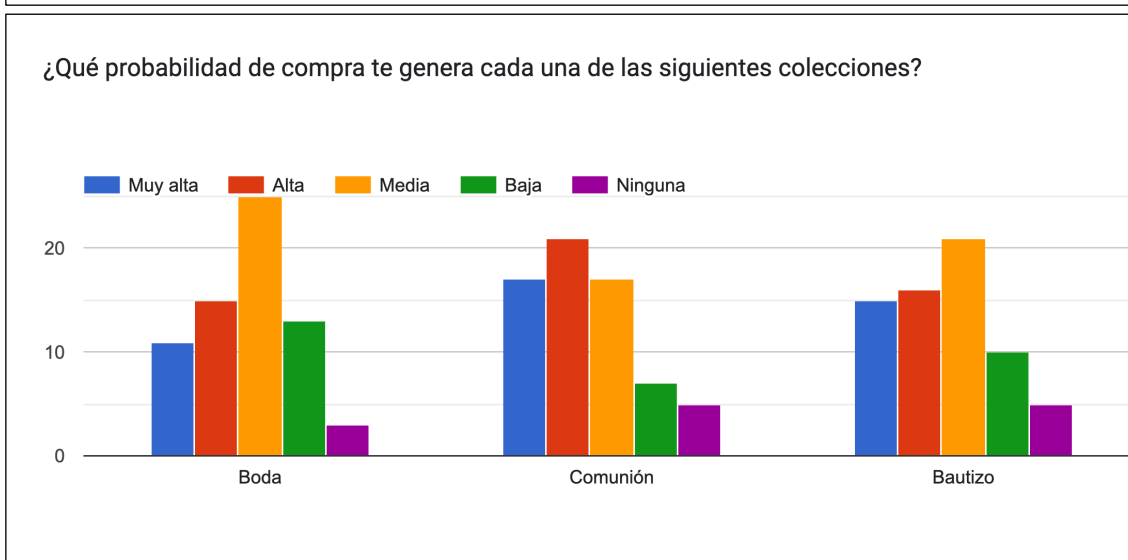
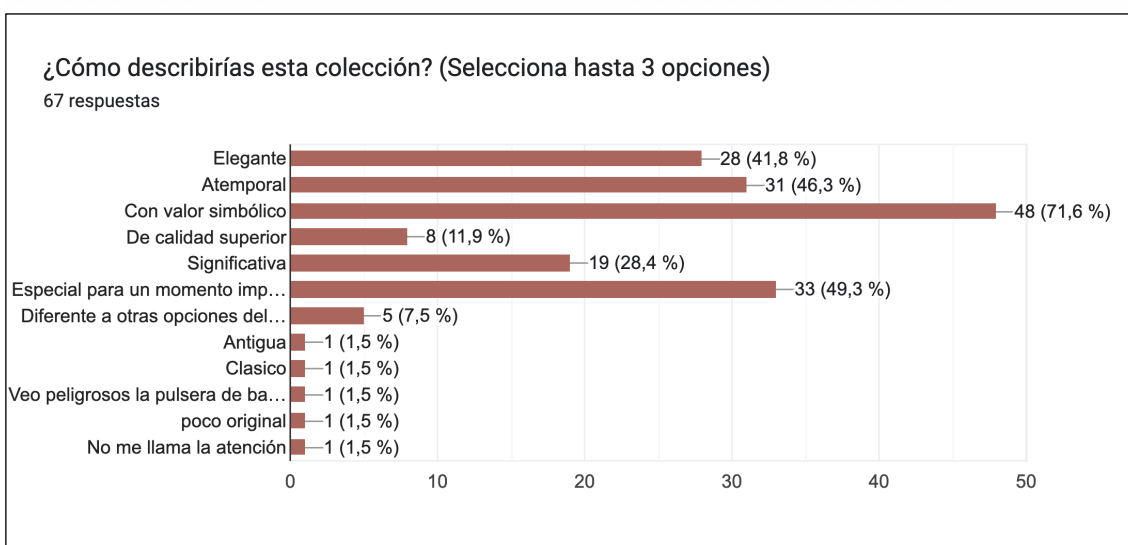
Infinitum está desarrollando una nueva línea premium de joyería para momentos clave como bodas, comuniones o bautizos. La colección está pensada como un regalo significativo que permita conservar esos hitos como recuerdo duradero, reforzando el vínculo entre quienes participan en el evento.

A continuación se presentan las tres líneas dentro de la nueva línea premium Infinitum: Shared Milestones, pensadas para bodas, bautizos y primeras comuniones.

Todas las piezas protagonistas estarían elaboradas en plata de ley 925, disponibles en versión dorada (baño de oro 18k) o plateada (baño de rodio), e incluirían la opción de grabado personalizado (nombre, fecha o iniciales), reforzando su valor simbólico.

Visualización de las piezas protagonistas de la colección *Infinitum: Shared Milestones*

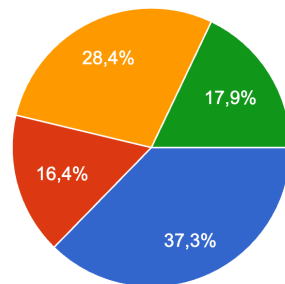
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Considerando ahora el precio propuesto para la pieza, si fuera 130€, ¿la comprarías?

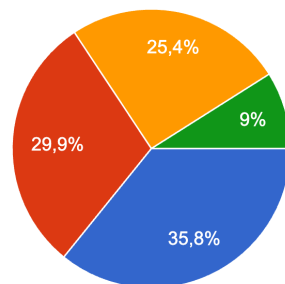
67 respuestas



- Sí, sin problema
- Sí, aunque me parecería un poco elevado
- Solo si el evento fuera muy cercano o especial
- No, me parecería demasiado cara

¿Qué rango de precio consideras más razonable para esta pieza?

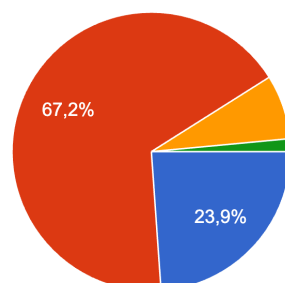
67 respuestas



- Menos de 100€
- 100€ - 120€
- 120€ - 140€
- 140€ - 160€
- Más de 160€

¿Percibes coherencia entre el material (plata de ley 925 con baño de 18K o rodio) y el precio propuesto?

67 respuestas



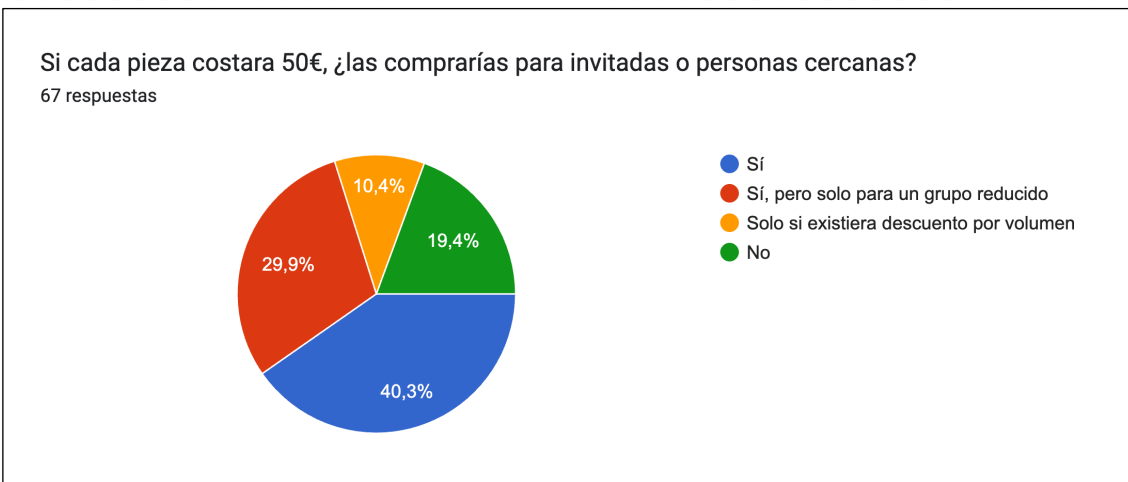
- Totalmente coherente
- Bastante coherente
- Poco coherente
- Nada coherente

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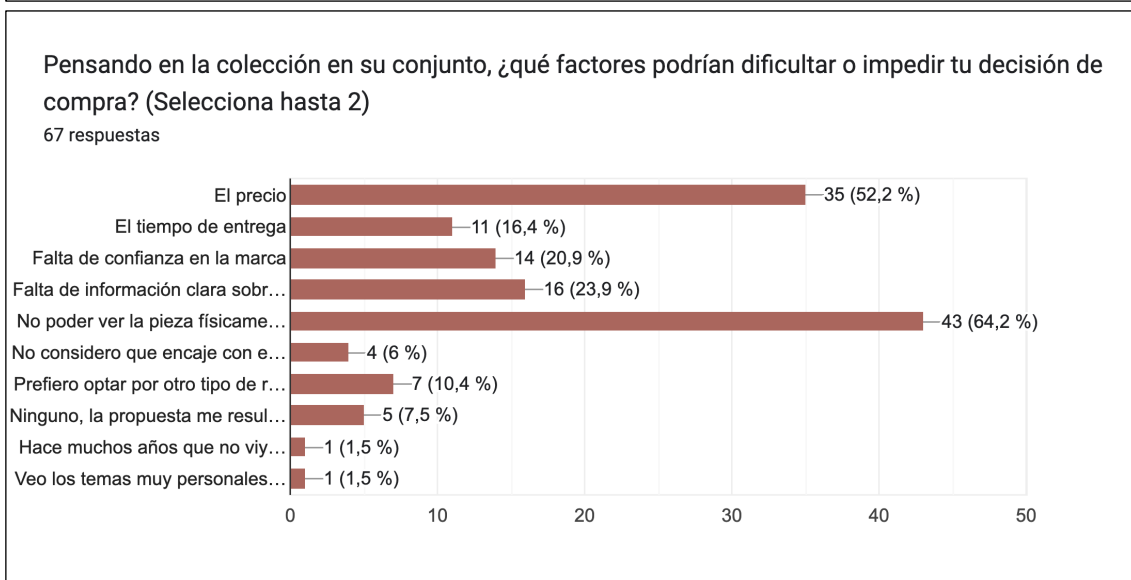
Una colección para compartir lo que importa

La colección también incluiría piezas complementarias en una versión más accesible, pensadas para invitadas o personas cercanas, con el objetivo de crear una conexión simbólica entre quienes comparten el evento.

Visualización de las piezas complementarias de la colección *Infinitem: Shared Milestones*



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Vive la experiencia online

Antes de finalizar, te invito a descubrir cómo esta colección se presentaría en un entorno real de compra.

Accede a la página web simulada, navega por las distintas líneas y, si el producto te resultara interesante, puedes simular el proceso de pre-order directamente desde la web (sin ningún compromiso real).

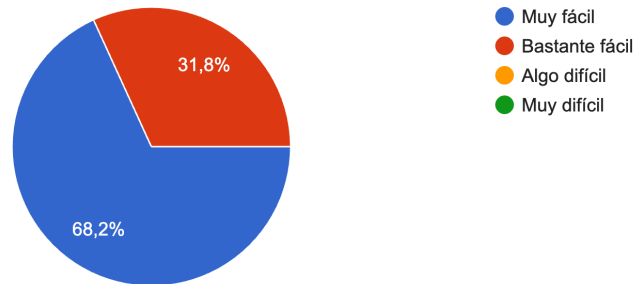
Después, vuelve al formulario para responder las últimas preguntas.

[Pre-order the Infinitum: Shared Milestones Collection](#)

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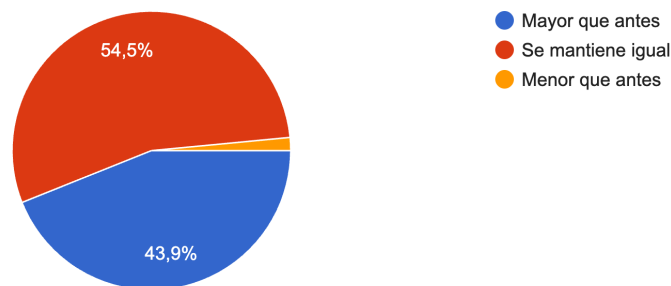
Desde tu experiencia como potencial consumidora, ¿qué te ha parecido la navegación en la página web?

66 respuestas



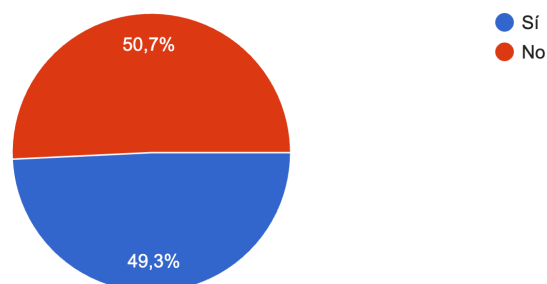
Tras explorar la página web, ¿tu intención de compra respecto a la colección es mayor, igual o menor que antes?

66 respuestas



Para concluir, si esta colección se lanzara próximamente, ¿te interesaría recibir más información o acceso anticipado?

67 respuestas



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Interés en el lanzamiento de la colección

Si deseas recibir más información cuando la colección se lance, puedes dejar tu correo electrónico a continuación. Esta información se utilizará únicamente con fines informativos relacionados con el proyecto.

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Appendix C: MVP Validation Interview Transcript (Ascensión Rivero)

How important are events like weddings, baptisms, or first communions to you?

They are special celebrations, where you get together with people you love and appreciate: friends, family... It's also a time to dress up and show off your best jewelry and dresses. They are special events that mark a milestone in a person's life, for those celebrating and those who accompany them, which means it's a special occasion where you dress up and look your best.

When you attend one, do you usually give a gift? What kind?

I always give a gift. As for the type, sometimes the couple asks for money, so that's what I give. Otherwise, I look for a special gift that they can identify with and that is as beautiful and personalized as possible, based on what I know about them. I think about who the gift is for and what they will use it for.

How do you decide how much to spend?

I usually try to double the price of a dinner or lunch, at the very least, especially if I want to make a good impression. I don't usually look at the price, but it's always more rather than less.

What makes a gift seem "special" to you?

That it's special to the person.

What's the first thing that comes to mind when you see this collection?

Simplicity, elegance and clarity. Simplicity because it's a clean and refined style, elegance because they are classic pieces, and clarity because you understand the purpose of each one.

Which line interests you most and why?

The wedding line because it represents union and strength and it's very clear. I'm drawn to the strength and the union. To me, it looks modern and beautiful.

What emotions does it evoke in you?

It's a refined yet very clear collection, simple but elegant within its simplicity and the design is very appropriate for each occasion (wedding, baptism, communion...).

Do you think it's something that people would actually wear or something that would just end up in storage?

I think it's something that people would wear, at least 80% of them, because they are simple yet elegant and beautiful pieces that can be worn every day. They are very versatile.

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What differences do you perceive compared to other options on the market?

Some pieces are very innovative. For me, the necklace with the wedding ring and the baby's baptism bracelet are the most innovative. I see the pieces as contemporary. It's classic, but also innovative.

What does the fact that it's made of 925 sterling silver convey to you?

It gives it a higher quality feel.

Do you notice a difference compared to plated steel?

Yes, you can definitely see the difference. And if you don't, it's engraved on the piece itself to confirm it's sterling silver, so the difference is truly noticeable.

How important is personalized engraving to you?

It's definitely a plus. It's not essential, but it's a nice touch because it serves as a reminder.

What would it need to have for you to feel it's "worth it"?

A good design, which it already has, and then the message it's trying to convey needs to resonate with the customer.

How much do you think a piece like this might cost?

The necklace, at least 100€, but it could go up to 150€, the baby bracelet around 80-90€, and the communion medal between 100-125€.

The estimated price would be 130€. What do you think of that price?

I think it's good: with a nice presentation (box, a statement that it's sterling silver, a message...) and a good design, I don't think it's an exorbitant price. I think it's fair. It's not just the piece itself, but also the way it's presented, as it gives the impression that it's a more glamorous, higher-quality piece.

Are you surprised? In a good way or a bad way?

No, I think it's very reasonable. In fact, if it were lower, I feel that perhaps the piece would be worse (poor finishing, poor engraving, lower quality...).

In what situations would you pay that price?

If I had to give a gift for an event like that, I'd consider it a reasonable price and pay it.

In what situations wouldn't you?

If the quality is poor, it's not packaged well, or it has a bad finish, I wouldn't pay for it.

Do you find the idea of several people wearing matching pieces appealing?

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Yes, I find it very appealing because it has meaning: it means that they were together at a wedding, baptism, communion... and it's a reminder that you were an important part of the event. And then, in the end, it's a beautiful keepsake that lasts over time.

Would you buy several for a group?

Yes, I wouldn't hesitate to do so because it's a reminder of the event.

At what quantity would you start considering a discount?

10-15 units, and I would offer a discount like "if I buy 10, 10% off", "if I buy 15, 15% off," etc., up to a maximum of 20%.

What would give you peace of mind when buying several online?

A certificate of guarantee and then, depending on the order, somehow sending the customer a sample piece to see.

What might make you hesitate before buying?

Not being able to see it before buying, because to what extent is it real or not? There can be scams online and what appears online might not be the same in real life. And ultimately, it's for a special occasion. So, to avoid this doubt, I'd buy a sample piece.

What would have to happen for you to say "yes" without thinking too much?

That there's a certificate of guarantee that the piece is truly what it is, especially in terms of quality (that it's sterling silver).

Would you buy this from a small brand, or would you need references?

Reviews and comments are always helpful. They wouldn't be essential for me, although they would help. I would buy this product from any brand, regardless of whether it's a small brand or not. If I like the design, as long as it's handcrafted and well-made, I wouldn't care if it's a small company.

If you had to improve something, what would you change?

I would add enamel to, for example, the baptismal cross or the First Communion Virgin. That is, I would add color to the piece through enamelling. Alternatively, I would add an enamelled circle to the Virgin medal, perhaps in blue or pink.

What is the strongest aspect of the proposal?

That it retains the classic style but with a modern touch. The collection's name also resonates with the public: the idea behind it is easily understood.

What is the weakest aspect?

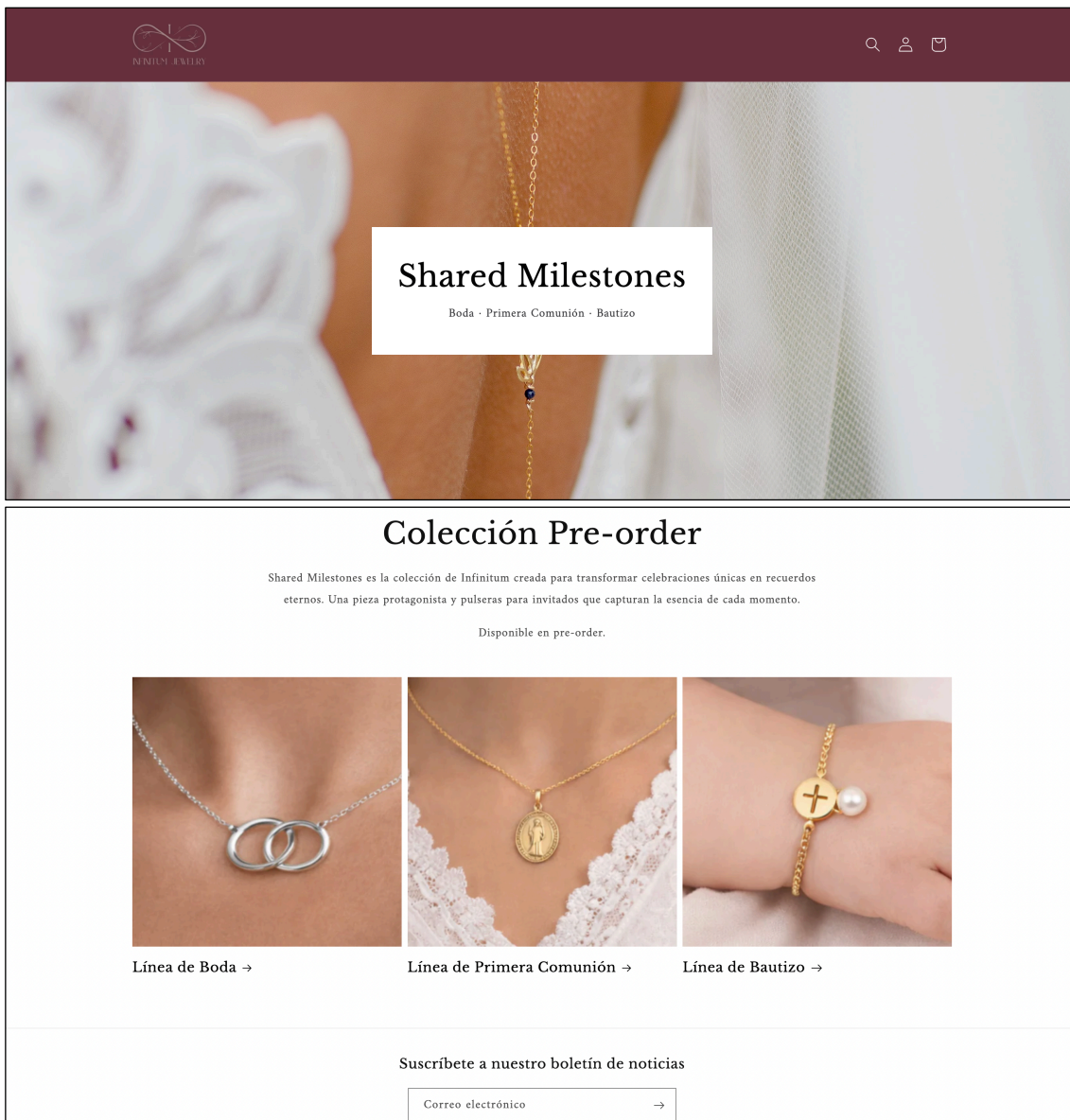
The fact that it's sold online is its biggest weakness because it's difficult to convey the quality without being able to see the collection.

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Appendix D: Shopify Pre-Order Landing Page Simulation

Selected screenshots of the Shopify landing page created to mimic the MVP pre-order scenario are shown below. The website was designed to mirror the client purchasing journey in line with *Infinitem's* aesthetic and it was developed solely for validation purposes.

URL: <https://infinitem-jewelry.myshopify.com/pages/shared-milestones-pre-order>



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INFINITUM JEWELRY


Línea de Primera Comunión

Colección premium de joyería personalizable diseñada para celebraciones de comunión.
Piezas en plata de ley 925 con baño de oro 18k o rodio.

Disponible en preventa.

Filtrar: Disponibilidad ▾ Precio ▾

Ordenar por: Características ▾ 2 productos



Cadena con Medalla Virgen para Comunión
€130,00 EUR


Pulsera con Medalla Virgen para Invitadas Comunión
€50,00 EUR

¿Te gustaría realizar el pre-order?

Puedes simular el proceso de pre-order de esta colección sin ningún compromiso de compra.

Pre-order

INFINITUM JEWELRY



Cadena con Medalla Virgen para Comunión

€130,00 EUR
Impuestos incluidos.

Acabado

Oro 18k Rodio

Cantidad

- 1 +

Pre-order

Diseñado para celebrar un momento lleno de significado, la Cadena con Medalla Virgen para Comunión forma parte de la colección *Infinitem: Shared Milestones*, una línea premium concebida para acompañar celebraciones que trascienden el tiempo.

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You may also like



Pulsera con Medalla Virgen para Invitadas Comunión
€50,00 EUR



Pulsera con Medalla Cruz para Bautizo
€130,00 EUR



Pulsera con Medalla Cruz para Invitadas Bautizo
€50,00 EUR



Collar con Aros Entrelazados para Boda
€130,00 EUR

Suscríbete a nuestro boletín de noticias

Correo electrónico →



Confirmación de interés

¡Gracias por tu interés en la colección Shared Milestones!

Este pre-order forma parte de una simulación académica y no implica ningún pago ni recogida de datos personales.

Puedes volver al formulario para finalizar tu participación.

Suscríbete a nuestro boletín de noticias

Correo electrónico →

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Appendix E: Financial Information Provided by *Infinitum*

The financial forecasts and assumptions created for this project were supported by the following financial data, which were directly supplied by *Infinitum*.

Table E1. *Infinitum* Income Statement Extract

Cuenta de Pérdidas y Ganancias														
Empresa: AMBCO PROJECTS SL														
Período: de Enero a Diciembre														
Fecha: 26/03/2026														
Cuenta de Pérdidas y Ganancias	Año	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre	Total
1. Importe neto de la cifra de negocios	2025	0	95,83	417,71	0	111,29	133,57	159,01	293,49	99,29	26,04	206,62	350,59	1.893,44
70100000 BISUTERIA	2025	0	95,83	417,71	0	111,29	133,57	159,01	293,49	99,29	26,04	206,62	350,59	1.893,44
4. Aprovisionamientos	2025	-920,18	-314,13	-345,71	-113,00	0	0	-278,86	-87,00	0	-396,22	0	0	-2.455,10
60000000 COMPRAS DE MERCADERÍAS	2025	-547,79	-314,13	-345,71	0	0	0	-278,86	0	0	-396,22	0	0	-1.882,71
60200001 COMPRA PACKING	2025	-372,39	0	0	-113,00	0	0	0	0	0	0	0	0	-572,39
7. Otros gastos de explotación	2025	-2.411,90	-1.578,79	-781,09	-156,88	-836,37	-1.095,18	-313,08	-376,34	-337,67	-389,39	-750,19	-240,86	-9.267,74
62300000 SERVICIOS PROFESIONALES INDEP.	2025	-1.354,27	0	-600,00	0	-690,00	-690,00	0	-54,45	-9,49	-5,20	-12,09	-30,00	-3.445,50
62500000 PRIMAS DE SEGUROS	2025	0	0	0	0	0	-150,39	0	0	0	0	0	0	-150,39
62600000 SERVICIOS BANCARIOS Y SIMILARE	2025	-7,00	0	-0,01	-121,09	0	0	-3,00	-0,27	0	0	-12,37	-12,28	-156,02
62840000 SUMINISTRO DE TELEFONÍA E INT.	2025	-2,70	-5,79	-5,79	-5,79	-5,79	-5,79	-5,79	-5,79	-5,79	-5,79	-5,79	-5,79	-66,39
62900000 OTROS SERVICIOS	2025	0	0	0	0	0	0	0	-144,02	0	0	0	-93,79	-237,81
62900001 GASTOS LA ORIGINAL	2025	-863,00	-85,00	-90,00	0	0	0	-120,00	0	-263,00	0	0	0	-1.421,00
62900002 GASTOS FNMT	2025	-24,00	0	0	0	0	0	0	0	0	0	0	0	-24,00
62900003 GASTO PRESTASHOP	2025	0	-1.458,00	-55,29	0	-110,58	-219,00	-154,29	-99,00	0	-264,87	-661,29	-99,00	-3.121,32
62900004 SUSCRIPCIONES	2025	-33,05	0	0	0	0	0	0	-42,81	-29,39	-83,53	-28,65	0	-217,43
62900005 ERP BILOOP	2025	0	-30,00	-30,00	-30,00	-30,00	-30,00	-30,00	-30,00	-30,00	-30,00	-30,00	0	-300,00
63100000 OTROS TRIBUTOS	2025	-127,88	0	0	0	0	0	0	0	0	0	0	0	-127,88
12. Otros resultados	2025	0	0	0	0	0	0	0	0	0	0	0	-5,19	-5,19
67800000 GASTOS EXCEPCIONALES	2025	0	0	0	0	0	0	0	0	0	0	0	-5,19	-5,19
A) RESULTADO DE EXPLOTACIÓN	2025	-3.332,08	-1.797,09	-709,09	-269,88	-725,08	-961,61	-432,93	-169,85	-238,38	-759,57	-543,57	104,54	-9.834,59
C) RESULTADO ANTES DE IMPUESTOS	2025	-3.332,08	-1.797,09	-709,09	-269,88	-725,08	-961,61	-432,93	-169,85	-238,38	-759,57	-543,57	104,54	-9.834,59
D) RESULTADO DEL EJERCICIO	2025	-3.332,08	-1.797,09	-709,09	-269,88	-725,08	-961,61	-432,93	-169,85	-238,38	-759,57	-543,57	104,54	-9.834,59

Table E2. *Infinitum* Balance Sheet Extract

Balance de Situación	
Empresa: AMBCO PROJECTS SL	
Período: de Enero a Diciembre	
Fecha: 26/03/2026	
Activo	2025
A) ACTIVO NO CORRIENTE	300,00
I. Inmovilizado intangible	300,00
203 PROPIEDAD INDUSTRIAL	300,00
B) ACTIVO CORRIENTE	3.244,95
II. Deudores comerciales y otras cuentas a cob.	1.759,17
1. Clientes ventas y prestación de servicios	39,92
b) Cltes.ventas y prestación servicios CP	39,92
430 CLIENTES	39,92
3. Otros deudores	1.719,25
470 HACIENDA PÚBLICA, DEUDORA POR	1.413,76
472 HACIENDA PÚBLICA, IVA SOPORTA	305,49
VI. Efectivo y otros activos líquidos equival.	1.485,78
570 CAJA, EUROS	259,28
572 BANCOS E INSTITUCIONES DE CRÉ	1.226,50
TOTAL ACTIVO	3.544,95