



## PROJECT SUMMARY

<b>Ref No.:</b> MRIC-PCS-2103	<b>Title:</b> CBL – Online Product Development and Production Optimization
<b>Local Company:</b> Creations Bijem Ltee.	
<b>Project Leader</b>	
Mr Roberto Tucci	Creations Bijem Ltee.
<b>Team Members</b>	
<b>Name</b>	<b>Organisation</b>
Mr Ravi Lokye	Creations Bijem Ltee
Mr Aurelien Ezaoui	Creations Bijem Ltee
Mr Carlo Zanini	Creations Bijem Ltee
Mr Diego Pekarek	Creations Bijem Ltee
<b>TECHNICAL ABSTRACT</b>	
<p>➤ CBL operates since 25 years in the jewelry manufacturing and international distribution of diversified collections of jewelry products; since the 2010 financial crisis manufacturing companies operating in this sector have experienced increasing difficulties to provide constant update of our product development to b2b and b2c clients and respond timely and efficiently to their requests ; such difficulties have been further increased by the recent covid pandemic situation and our capacity to respond with innovative and technologically advanced solutions is becoming a decisive factor for the survival in a, more than ever competitive, global environment.</p> <p>➤ The project aims to develop and implement simultaneously in the international markets:</p> <ul style="list-style-type: none"> <li>• An advanced and innovative online program integrating a graphic configurator capable to offer our clients a large number of multi-option variants of the models' range, detailed analysis of client's response, click to return (CTR) and return on advertisement (ROA) analysis to optimize the product development's offer</li> <li>• Implement a high-tech graphic (3D - CAD) and prototyping (3D printing) coordinated with the multi-options variants resulting from the configurator and synchronized with the production management</li> </ul>	



- Optimize time-response and productivity efficiency through the development and coordination of the integrated management informatic system (IMIS) in line with the above applications.

The immediate commercial application resulting from the development of the above program would entail:

- Expand considerably the target markets
- Improve efficiency and response time from/to b2b and b2c clients
- Analyze clients' response to increase offer's focus
- Optimize marketing tools and investments.

**Key Words:** Online Development, Offer/Request Personalization, Production Efficiency, Integrated Management, Analytical Optimization