

Expert Gems Searches for New Markets in Dealing with the Slowdown

Instead of considering it an obstacle, this tough time has been the driving force for Expert Gems Co. Ltd. to look for new markets. According to its managing director Thongsak Chintakarn, this is a crucial stage where businesses are going down so they have to redirect their efforts in order to continue to grow. The company therefore made a bold step of opening its second branch in Bangkok after just an October launch of its first showroom.

Located right above its first showroom, Rm. No. 241 AB at the Jewelry Trade Center (JTC) on Silom Road, the new area serves as a museum of different colour stones, particularly birthstones for birthdays, months or years. Thai people are fascinated by these stones, believing that they bring prosperity, happiness and good



Mr. Thongsak Chintakarn

health.

Also among the mesmerising items located in the new store is a collection of 18-22K gold jewellery with clear, white diamonds which are truly magnificent to ones eyes. Gold jewellery studded with other

precious stones of premium quality and various colours are also available. Silver jewellery lovers can also find the newly opened store very appealing as a vast collection of silver jewellery ranging from necklaces, earrings, and



Among those who frequently visit these stores are group of tourists who come from different countries worldwide.

Expert Gems is a one-stop-shop company that provides not only top quality jewellery products but excellent sales and after-sales services to its customers. They can fix a customer's jewellery in 45 minutes and provides other related services such as cutting and polishing of customers' items until they are satisfied. All these are done for free.

As a company that embraces the complete production stages, Expert Gems is able to meet all its customers' requirements, from sourcing raw materials up to the finished products. It produces any kind of jewellery on a made-to-order basis and can create exquisite jewellery studded with precious and semi-precious stones, suitable to any person's preferences and personality.

Expert Gems boasts of items with more than 20,000 designs. These items are created by some of the best craftsmen in the country



who make all these jewellery exclusively for Expert Gems. The company's pieces are unique, simple and yet elegant, basically Thai in style but are very much sought-after internationally. Aside from making the wearer feel beautiful, these jewellery pieces are worth investing into.

The company has recently launched three major brands which includes its corporate brand, Expert Gems Manufacturing; and master brand Expert Gems and sub-brand X Gems. As Thongsak Chintakarn puts it, their brands are composed of designs with two compound elements, spirit plus substance, and

spirit plus thoughtfulness with charm that has a story. With different designs for each individual, each piece creates its own rhythm of life. These products are guaranteed by renowned institutions and have a lifetime warranty for full customer satisfaction.

Expert Gems is among the first company to establish a jewellery business in Chanthaburi which is now regarded as the "City of Gems." Expert Gems is able to meet all the requirements of its customers, be it in terms of products, price and services offered.

The company aims to have more branches to be able to reach as many customers as possible. It will continue to fulfil its commitment of providing only the best for its customers.

Thongsak Chintakarn's final statement is "We think that the quality and trust that we provide our clients will make us renown and enhance our reputation. Our prices are very competitive and our services are excellent. Jewellery is an asset. It is an investment, it's a lifetime treasure where the prices keep going and we ensure that our customers will be satisfied after purchasing goods from us."

