

Solara Jewels — Owner Implementation Plan

This document outlines the 12-week roadmap, software stack, cost model, and key performance targets for Solara Jewels' e-commerce transformation. It combines business analysis, marketing execution, and project management insights to provide the owners a full strategic overview.

1. Step-by-Step Owner Plan (12 Weeks)

Phase 0 — Alignment (Week 1)

- Lock success metrics (online revenue %, conversion rate, AOV, retention, cart abandonment).
- Decide platform (Shopify or WooCommerce), theme direction, must-have apps.
- Approve budget guardrails and launch date.

Phase 1 — Foundation (Weeks 1–3)

- Pick platform + hosting; enable SSL, payments, tax, shipping.
- Information architecture: collections, tags, filters, PDP fields; SKU/variant structure.
- Wireframes for Home, Collections, PDP, Cart, Checkout, About, Contact.
- Create legal pages and policy copy.

Phase 2 — Data & Integrations (Weeks 3–5)

- CRM/ESP integration (welcome flow, abandoned cart, post-purchase).
- POS/inventory sync (real-time stock, restock alerts, barcodes).
- Analytics: GA4/Meta/TikTok pixels, conversion events, dashboards.

Phase 3 — Content & Training (Weeks 4–6)

- Photography (hero, lifestyle, PDP), copywriting, SEO metadata.
- Fulfillment SOPs (pick/pack/ship SLAs, returns, packaging, inserts).
- Staff training (admin, POS, order flow, escalation).

Phase 4 — Launch (Weeks 7–8)

- Friends/family beta → fix bugs.
- Launch campaign: email, paid social, influencers, limited-time offer.

Phase 5 — Optimization (Weeks 9–12)

- CRO: heatmaps, session replays, A/B testing for hero, PDP, cart.
- Upsell/cross-sell tuning, bundle tests, loyalty nudges.
- Weekly KPI review + backlog.

2. Recommended Stack (Programs & Software)

- E-commerce: Shopify (App ecosystem, hosted) or WooCommerce (WordPress, more DIY control).
- Payments: Stripe/Shopify Payments; Apple Pay/Google Pay enabled.
- Inventory/POS: Native POS (Shopify POS) or Square → real-time sync.
- CRM/ESP: Klaviyo (flows: welcome, browse/cart abandon, win-back) or Omnisend.
- Analytics: GA4, Meta Pixel, TikTok Pixel; Looker Studio dashboard.
- SEO & Speed: On-page SEO app, image compression, schema markup.
- Customer Care: Gorgias/Help Scout for omnichannel support.
- Reviews/UGC: Junip/Okendo.
- Security: SSL, 2FA, regular backups (platform-native plus offsite).

3. Cost Model (Owner View)

Category	Estimated Cost (\$)	Expected ROI (%)
Website Dev & Hosting	18,000	120
CRM & Inventory Integration	10,000	140
Security & Payments	5,000	130
Staff Training & SOPs	4,000	110
Digital Marketing Launch	7,000	150
Total	44,000	—

Targets: Conversion 3.0% (from 0.8), AOV \$280, Retention 75%, Cart Abandonment <50%, Session Duration +25%.

4. Visual Charts

The following charts illustrate budget distribution, KPI goals, and project timeline.

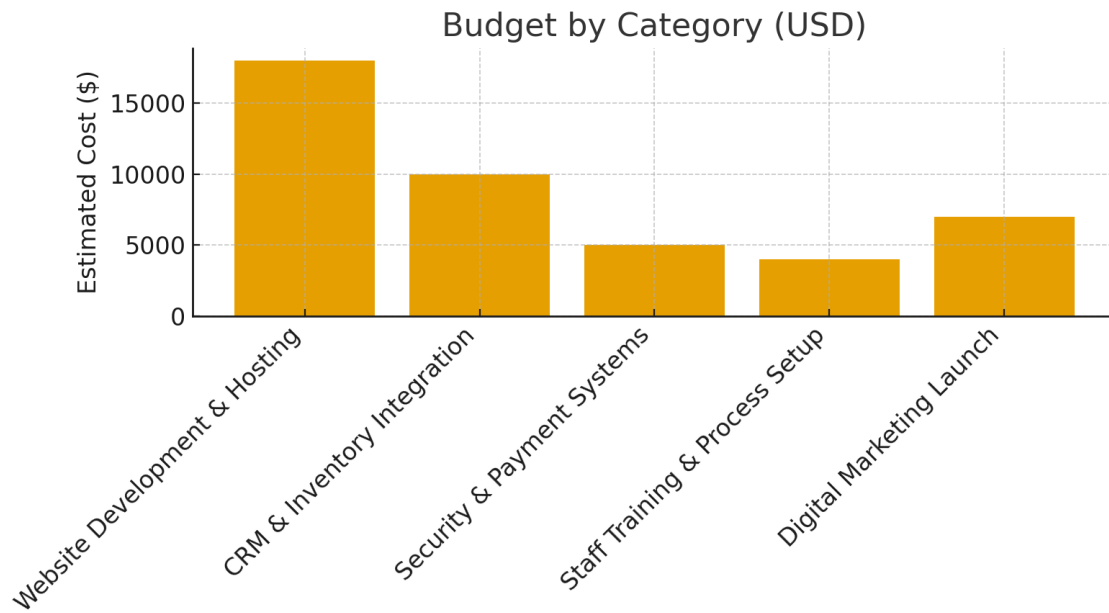


Figure 1. Budget by Category

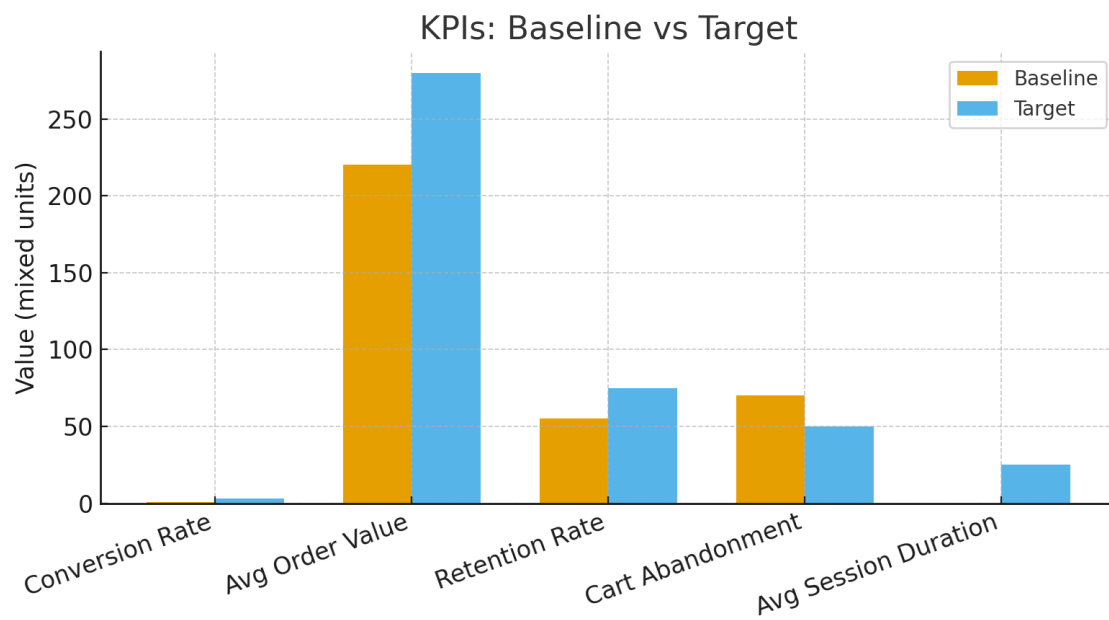


Figure 2. KPI Baseline vs Target

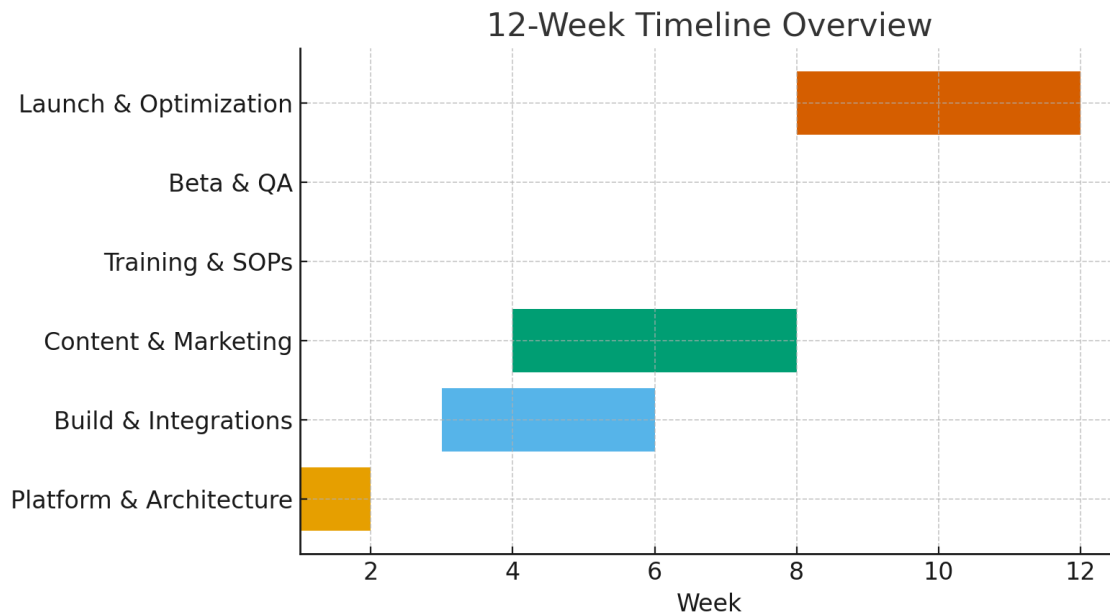


Figure 3. 12-Week Timeline Overview

5. Owner Meeting Talk Track

- **The Gap → The Fix:** We lacked an integrated online channel and unified data. This plan delivers an omnichannel store, real-time inventory, and lifecycle marketing.
- **Money Map:** \$44k blended budget with highest ROI in CRM/inventory integration and digital launch. Clear path to 135% projected ROI within 18 months.
- **Timeline Certainty:** 12-week rollout with visible gates: Beta (Week 7), Go-Live (Week 8), Optimization (Weeks 9–12).
- **Governance:** Weekly KPI dashboard with owners: conversion, AOV, retention, cart abandonment, CSAT.
- **Risk Controls:** Managed hosting, backups, 2FA, phased rollout, staff training, clear SOPs.