



### Ely and Mike's

#### Market Demand Tips:

-2 (1/4 to 3/4 pt.): *Very Strong*

-6.5 (1 to 2.2 pt.): *Very Strong*

+6.5 (2.5 to 7pt.): *Strong*

+11 (.08 to .18 pt.): *Very Strong*

1/5 (.18 to .22 pt.): *Very Strong*

1/4 (.23 to .29pt.): *Steady*

1/3 (.30 to .33 pt.): *Steady*

3/8 (.35 to .44 pt.): *Strong*

1/2 (.45 to .69 pt.): *Strong*

3/4 (.70 to .90 pt.): *Very Strong*

1 Carat: *Strong*

1 1/2 Carat: *Very Strong*

2 Carat: *Steady*

3 Carat: *Very Strong*

4 Carat and Up: *Very Strong*

Princess: *Steady*

Marquise: *Demand returning*

Oval: *Steady*

Heart: *Steady*

Pear: *Steady*

Fancy Colors: *Strong*

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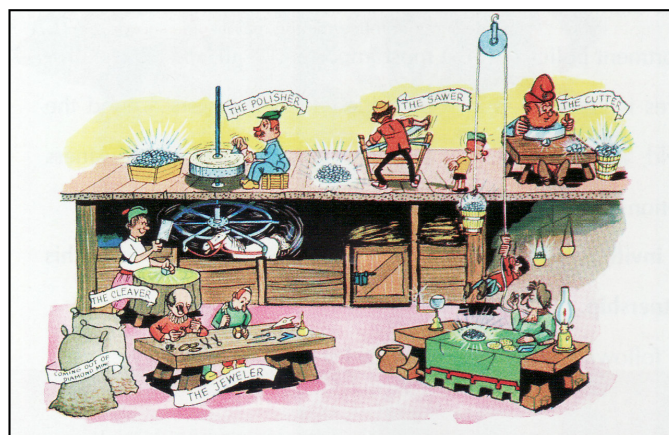
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## What is happening in the Jewelry Industry Today?

Years ago, the jewelry industry was limited to family-run businesses. Their bench workers were limited to specific designs, limited tools, limited techniques, and also limited quantities in available diamonds. This has all changed with the introduction of modern advancements.

Extreme revolutionary systems, techniques and advanced technology have now been introduced into the jewelry industry ranging from design, casting, and molding, to setting, finishing, and even more so; marketing. Now, with the advent of the Internet, consumers have unlimited access to this once limited world.

These days consumers don't have to go to the recommended jeweler down the street. They can now go to any local shopping mall, such as Walmart or Kmart, or just shop on the internet.



From this sobering reality, we see that Jewelry manufacturers are facing much tougher competition. In order to stay competitive, they must adapt to a more competitive model.

They must make sure they have the marketing techniques, the competitive diamond price costs, and the same tough competitive labor and design production standards as their competitors do.

Diamond buying has to be done more professionally by jewelry manufacturers. They have to make sure to buy the right goods at the right price from the right source on a consistent basis. Labor and design has to be done selectively, professionally, as well as cost effectively. If Diamond Manufacturers will keep all the above in mind, they will have a greater chance of success well into the 21st century.

### Important Recent Facts:

- ◆ Latest flooding in major centers of Diamond production has hit hard as the damage to equipment has forced approximately 40% to 50% of India's Diamond cutters to leave their professions. Consequently, production of new Diamonds is low.
- ◆ Better business opportunities elsewhere is convincing many people in the Diamond industry to invest their money into other sources of income.
- ◆ DeBeers has recently cut supplies to some major Sightholders.

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