

مودة | mafs

جمعية مودة للاستقرار الأسري  
MAWADDAAH ASSOCIATION FOR FAMILY STABILITY



Mawaddah Programs

# Jewelry Marketing & Sales Program

2025



There remains a gap in empowering women to enter this promising field and contribute to its development. The issue lies in the lack of training programs that equip women with the specialized skills in marketing and sales, limiting their ability to capitalize on the opportunities available in this sector.

To address this, MAFS launched the "Jewelry Marketing and Sales" program, which aims to empower participants by helping them develop their skills in this field through both theoretical and practical knowledge related to the jewelry industry and marketing. This includes understanding the market, sales strategies, digital marketing techniques, and customer service. The program also seeks to enable women to enter the workforce. It offers a unique opportunity to turn a passion for jewelry into a successful and fruitful career path.

## Program Importance

The program contributes to enhancing the role of divorced women and those in similar situations by economically empowering them. It provides them with specialized skills, opening up job opportunities and enabling them to become active members of their community, self-sufficient, and professionally independent.

## Program Challenges

Addressing the lack of specialized skills in the field

Raising awareness about available opportunities

Tackling the low monthly income levels



## Training Tracks

The program will train and qualify (12) participants from the association’s beneficiaries with a total of (40) hours of training on both theoretical and practical knowledge in the following training tracks:

<b>Gemstones Participants</b>	will be trained on different types of gemstones, their properties, and how to classify them. The training also covers diamond evaluation standards such as the “4C” (Color, Cut, Clarity, Carat).
<b>Marketing Fundamentals</b>	This track focuses on learning effective marketing strategies, such as market and target audience analysis, online digital marketing, social media marketing, brand building, and influencer marketing.
<b>Communication Skills</b>	The focus here is on communication skills with customers, convincing them, negotiating, and building strong relationships in the workplace to ensure increased sales and team success.
<b>Visual Merchandising in Stores</b>	Participants will be trained on how to display jewelry attractively using appropriate lighting, intelligent product placement, and decoration to enhance the customer experience and encourage purchases.

## Target Group

Divorced women and those in similar situations, and their daughters  
18 – 35 years

High school graduates or higher

Not employed and not registered with social insurance

## Performance Indicators

Submission of a detailed final report for the program

Success stories written by graduates

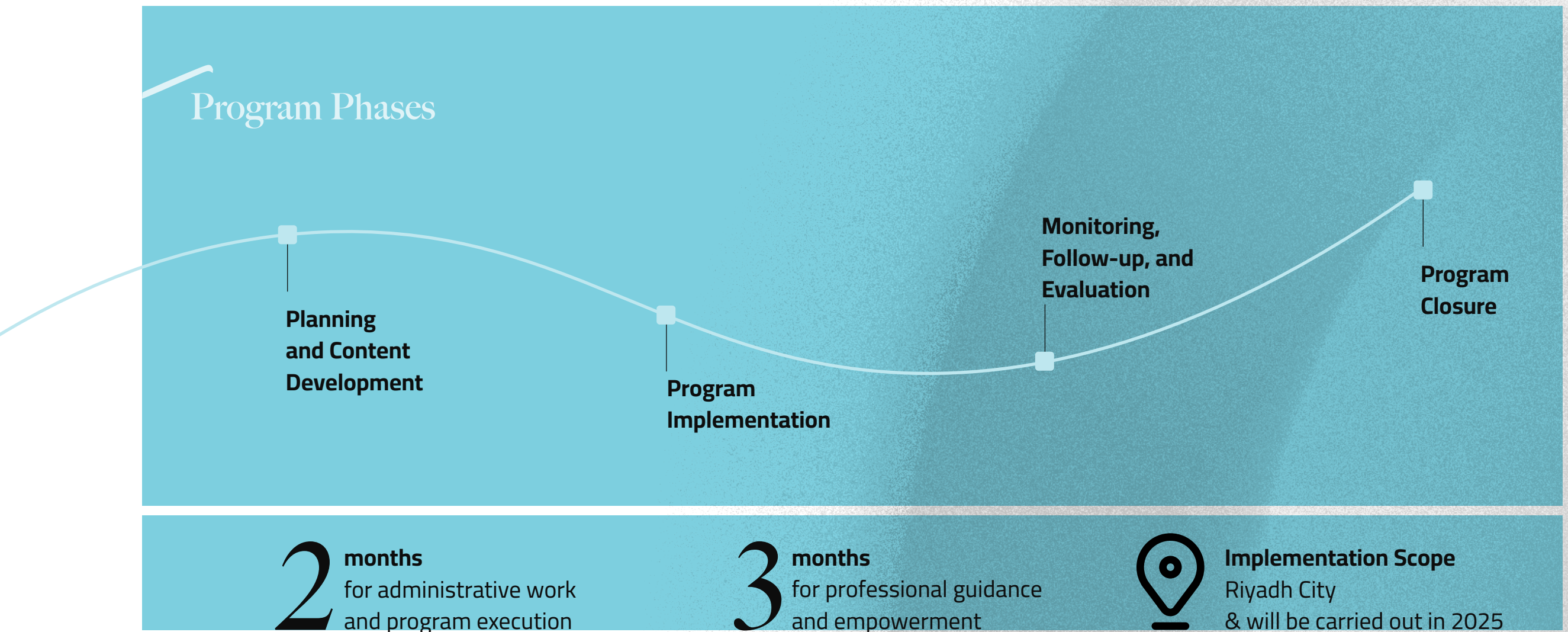
Evaluation report on the performance level of the trainees

## Program Sustainability

Attracting sponsoring entities, donors, and companies to continue implementing the program

Allocating a specific annual budget for program implementation





### Team Members





## Risk Management Solutions for the Program

