

THIRD DELIVERY DEGREE PROJECT

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Introduction

We know that Colombia is known for its cultural richness, its artisanal diversity, and the quality of its stainless steel jewelry—what we call costume jewelry—since there is a large market for this product within the country, including all types of steel jewelry such as rings, earrings, bracelets, chains, etc. However, exports of this product are low, so we are looking for potential countries where we can take advantage of this large market that exists in Colombia, where we offer very good quality and very low prices. **expanding and reviewing the impact of the work for business**

Objectives:

Analyze the behavior of stainless-steel jewelry exports to a European country.

Understand the documentation required for an export process in dollars.

Identify market opportunities, distribution channels, and regulatory compliance.

Develop a business plan for the export of necklaces, analyzing financial, marketing, and sales skills. organizes the objectives into general and specific

Justification

We decided to choose this product, seeing an opportunity to exploit an undervalued product like stainless steel jewelry. Fashions change, and accessories are increasingly becoming a fundamental part of a person's look. Stainless steel jewelry is an excellent option. It's hypoallergenic, eye-catching, and easy to wear and care for, helping anyone enhance their look at a very low cost.

Here in Colombia, we've seen an increase in the stainless steel jewelry market in recent years thanks to changes in fashion. We want to share more of this art, raising awareness of the rich culture and crafts we have here with other potential countries that know how to exploit this market in their own countries.

After gathering information, we were able to identify Italy, Germany, and France as ideal export customers for stainless steel necklaces due to several key components. These countries have strong demand in fashion and accessories. Stainless steel is a strong, durable, and affordable material, which makes it attractive.

The tradition and fashion culture in Italy and France, combined with rational, quality-oriented consumption in Germany, provide a favorable environment for the acceptance and success of this type of product.

Methodology:

This work was carried out taking into account the results obtained from the PESTLE matrix, which was fully completed with reliable information from official sources such as TradeMap, the World Bank, the Bank of the Republic, Muisca (National Tax and Customs Directorate), The Culture Factor, Doing Business Org, and Procolombia, generating statistics that allowed us to select the destination country based on precise data such as political, economic, social, technological, legal, and environmental factors.

The methodology employed was based on a qualitative analysis, based on the collection, interpretation, and application and updated information, with the aim of obtaining a comprehensive view of the export environment.

Product Description

Our product is stainless steel jewelry, with a tariff classification 71.17.19.00, this classification was consulted through the website www.muisca.gov.co, which is responsible for providing a guide to exporters to take into account tariff and non-tariff restrictions and the requirements and documents to be kept in mind when carrying out an export operation in foreign currency.

Stainless steel jewelry is a variety of products that stand out for their durability and corrosion resistance. They are also very affordable and eye-catching. They are handcrafted from high-quality steel using very precise and modern techniques to achieve the look of high-end jewelry at a very low cost. Stainless steel is hypoallergenic, which means it is unlikely to cause an allergic reaction when touched against the skin. Stainless steel does not rust and retains its shine, making stainless steel jewelry more attractive. It is a material that is easily molded, allowing for the creation of unique pieces such as necklaces, chains, bracelets, rings, earrings, etc.

Country Selection:

We have researched the import and marketing behavior of stainless steel jewelry from different countries, resulting in an increase in recent years in Italy, France, and Germany, importing an approximate total in dollars per year of: **further organize the data to know if the selection is based on product demand**

a. Italy: USD 639,928,812,000

b. France: USD 777,352,604,000

c. Germany: USD 1,469,735,378,000

The decision to specifically select these three countries, despite their remoteness, was based on the advice provided by the Trade Map - Trade Statistics for International Business Development tool, which took into account factors such as market income level, the ability to offer the product at a reasonable price, culture (taking into account that women value durable accessories), and the statistics presented, which are reflected in the PESTLE matrix.

Finally, information was collected from various sources, which were used to evaluate

political, social, and economic factors. The final result was Germany, which obtained the highest score; therefore, our project will focus on the chosen European country.

Growth in Germany over the last 10 years was 3.80%, Colombia's share of exports is 0.1%. We know this is a small figure. However, we take into account that Colombia's exports to Germany have grown by 34% in recent years, giving us the opportunity to enter a growing and stable market.

Advantages:

Larger market size and import volume

USD \$1.47 trillion

Higher demand and purchasing power.

Favorable logistics and infrastructure conditions

Better logistics and port quality indices (LPI 4.1 and 4.3 respectively)

The average delivery time for goods is shorter than Italy (12–48 hours)

Cultural and commercial aspects

Highest score in Buyer Sophistication (5.4)

Lower cultural distance

Competitive taxes and costs

Lower VAT (19% vs. 22% in Italy)

Marketing adapted to Germany:

- All communication must be in German or English (website, packaging, instructions).
- High-quality photographs.
- Highlight sustainability; indicate that it is hypoallergenic and not specify the specific gender.

The most viable distribution channel for exporting stainless steel necklaces from Colombia to Germany is the indirect hybrid (B2B + B2C digital) distribution channel. This is a strategy for achieving greater market coverage, as it is based on brand control, greater reach to numerous buyers, flexibility, lower risk of loss, and a favorable impact for greater growth.

Product:

- Hypoallergenic stainless-steel necklaces.
- Water and wear resistance (do not rust or discolor).
- Personalization available.
- Different designs: gold, silver, matte black.
- Eco-friendly and attractive packaging, ideal for gifting.



Produkt / Product:
Edelstahl-Halskette | Stainless Steel
Necklace

Eigenschaften / Features:
Hypoallergen | Wasserfest |
Handgemacht in Kolumbian

Modell / Model Luna Dorada

Länge / Length: 45 cm (+5 cm
Verlängerung)

Rückseite / Back:
Material: 316 L Edetstahl frei)

Anweisungen / Instructions:
Nicht mit aggressiven Chemikalien
reinigen. In Originalverpackung aufbewahren.

www.InoxColombia.de
[@InoxColombia.jewelry](https://www.instagram.com/InoxColombia.jewelry)

Images generated with artificial intelligence

Price

45 USD per individual necklace depending on customization (estimated B2C):

20-25 USD per piece wholesale (estimated B2B)

Plaza

B2C (direct sales to end customers)

- Amazon.de (with FBA or FBM from a warehouse in Germany)
- Etsy (ideal for handcrafted and custom designs)
- Own online store with shipping B

2B (sales to retailers)

- Fashion stores (consignment or direct sales)
- Independent German boutiques
- Wholesale platforms such as Faire, Ankorstore, Abound
- Participation in trade shows such as Inhorgenta or Tendence

Promotion**a. Digital Marketing**

- Meta Ads (Instagram, TikTok, and Facebook) targeting women/men between 20 and 40 years old.
- Google Ads with keywords such as "Edelstahl Halskette Damen/Men" or "Hypoallergen Schmuck."
- Email marketing campaigns with exclusive discounts.

b. Influencer Marketing

- Collaborations with German micro-influencers (5,000–50,000 followers) in fashion, sustainability, or lifestyle.
- Giveaways and reviews on Instagram and TikTok.

c. Social Media

- Posts with storytelling, behind-the-scenes videos, and design inspiration.
- Use of German hashtags: #edelstahlschmuck, #nachhaltigerschmuck, #minimaljewelry, etc.

d. Public Relations

- Contacting online fashion and sustainability magazines in Germany.
- Participating in digital design fairs.

Export Plan

Packaging:

Given that the product we are exporting is very delicate, many aspects must be taken into account when packaging, such as:

What type of product are we exporting?

Stainless steel jewelry is a solid product.

Temperature:

Room temperature: (According to the Procolombia export manual “https://procolombia.co/system/files/procolombia/media/documents/manual_de_empaque_y_embalaje_para_exportacion_compressed.pdf”) Crafts and jewelry do not require a specific temperature as they are not a component that alters the material.

Durability:

Our product is a durable item, therefore, it does not require additional expiration checks.

For packaging, it is necessary to know the product's characteristics. In our case, stainless steel is a very durable material; however, the care of the material also influences the product's durability. Therefore, our packaging must meet the following conditions:

Physical Agents:

Do not allow the product to have direct contact with the sun or rain.

Chemical Agents:

Do not allow the product to be exposed to oxidative reactions, which can reduce the jewelry's lifespan.

Therefore, in the packaging classification, we will use self-supporting packaging, which means a rigid container that withstands weight, does not deform, and keeps the product protected.

Packaging Features: **Please illustrate the packing and packaging process with photos or prototypes.**

Rectangular Friction seal Standard cap Mechanical packaging properties

Our packaging will have the following levels:

Primary: The product will be covered with bubble wrap

Secondary: The bubble wrap will be covered with waxed packing paper to prevent moisture and packed in a metal box.

Tertiary: The metal box will be covered with adhesive tape and packing tape, and then stacked on pallets for distribution.

Below, we attach an image created by artificial intelligence (GPT Chat) with the characteristics that we indicate for the ideal packaging of our product.



Documentation required for exporting to Germany:

Labeling and Packaging Regulation

Germany and the EU have strict regulations regarding packaging materials (they must comply with the packaging waste directive: Directive 94/62/EC).

Products must be labeled in German or English, including:

Country of origin.

Product information (materials, use, warnings, if applicable).

CE marking, if applicable (for certain products that require it).

Commercial Invoice

Must contain:

Name and address of the exporter/importer.

Detailed description of the goods.

FOB or CIF value (according to Incoterm).

Tax code (71.17.19.00).

Country of origin.

Payment and delivery terms.

Certificate of Origin

Issued by the Chamber of Commerce of the exporting country.

It may be required for tariff benefits if there are agreements between your country and the EU.

Germany may require it even if there are no benefits, as documentary evidence.

Export Declaration

Customs document that must be submitted to the customs office of the exporting country.

It is usually processed through the national customs electronic system.

Exportation:

As a first step in exporting our product, we must verify whether there are sea routes from Colombia to Germany. We consulted the following:

We were able to find that, if there are sea routes from Colombia, the most commonly used routes are from the ports of Cartagena and Santa Marta, although some also frequently depart from Bogotá to Cartagena by truck. The German ports are Bremerhaven and Hamburg. The estimated times from the ship's departure from the port until it arrives at the destination are approximately 14 to 18 days, depending on factors such as logistics and the port to which it will be delivered.

We will simulate an export using one of the smallest container sizes with a capacity of 32.96 cbm (cubic meters). We will estimate that each box or package of each individual piece of jewelry, whether it be a ring, chain, bracelet, or earrings, could measure approximately 15 cm x 15 cm x 7 cm = 0.001575 cbm (cubic meters). We will approximate this value to 0.0016 m³

to make the calculations easier. We will use large boxes of 1 cubic meter to fill this container, so there will be approximately 625 boxes of jewelry for each one cubic meter box, and 32 of these will fit in a 32.96 cbm container, so it is assumed that in total there will be approximately 20,000 pieces of jewelry per container.

If we say that each piece of jewelry at wholesale costs \$20-\$25, depending on the piece, we'll have to invest approximately \$400,000-\$500,000.

Now let's look at the approximate freight cost:

Considering that it's not a very large container, a 20-foot container (32.96 cubic meters), exporting a container can have several costs, so I'll list them below:

- Ocean freight: From a port in Colombia (Cartagena, Buenaventura, or Barranquilla) to a port in Germany (Hamburg or Bremerhaven), this costs approximately \$1,600–\$2,500.
- Port costs of approximately \$600.
- Land transportation from Bogotá to the port is approximately \$300–\$500, and in Germany, from the port to the destination city is \$300.
- Cargo insurance: 0.4% of the value of the goods, which would be approximately \$1,800. This does not include VAT or tariffs. [review recent freight forwarder rates](#)

Recommendations:

Our recommendation for exporting stainless steel jewelry to Germany regarding logistics and costs is:

Seek reliable logistics operators to optimize routes and consolidate loads to reduce logistics costs.

Continuously evaluate the product with German consumers through surveys, test sales, and local competition analysis.

Optimize the online store to facilitate consumer access, where they can find all the information related to our customer service channels, product descriptions, and product history.

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