

RAPNET® Case Study

Denir Diamonds

How an Israeli dealer solved his need for a better sales platform and a larger network for procuring unique diamonds.



Background

Denir Diamonds is an experienced, multilingual team of 3 located in the Israeli Diamond Bourse. They trade in diamonds and jewelry, specializing in meles by mm size.

Challenge

Procuring unique diamonds and increasing sales

Their business needed a wider-based sales platform for all their products. Additionally, since they are renowned for unique requests and pieces, they were looking for a larger network for procuring unique diamonds. "RapNet was, and still is, the most efficient and largest brand name in networking."

Result

Access to new suppliers, reduced time and cost

We found an overall improvement in all the facets of our operations. RapNet's global presence gave us new suppliers, and the pricing transparency provided established and accepted prices. It gave us access to rare stones, our international database increased, and the time and costs spent in administrative details was greatly reduced.

In terms of sales this was particularly noticeable with regard to fancy colors. We had a request for a very rare, high value, fancy color pink, we seriously doubt if we would have found a stone of these specifications without RapNet.

"Once negotiations began on a stone, the fact that this stone would be 'removed' to others until the deal was concluded either way, gave RapNet an advantage over other networks."

Michael Aghbashoff



"The combination of simpliCity, effiCiency, transparenCy and business aCumen are RapNet's 4 Cs for us at Denir."

Denir Diamonds

GIVE YOUR BUSINESS THE COMPETITIVE EDGE



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