

RAPNET® Case Study

Bass Premier



How a small but savvy family business is utilizing RapNet to successfully compete with larger local and international companies.

Background

Bass Premier is a small to medium sized family business with 20 employees headquartered in London, UK, with partner offices in Hong Kong, New York and Mumbai. They primarily deal in loose diamonds of all shapes, and have ventured into jewelry manufacturing in the past few years.

“Our loose diamond stock is one of the largest in the UK and possibly Europe.”

Alex Bass



Challenge

To compete successfully with other suppliers internationally

Around 20 years ago, when certified diamonds were increasing in popularity, it was becoming more and more feasible to buy and sell stones without seeing them. Bass Premier wanted to raise their profile so they could compete with other suppliers internationally and reach customers in new markets like Europe, USA, Hong Kong and India.



Solution

Join the largest international diamond trading network

Bass Premier leveraged RapNet to increase international exposure of their stock and reach new clients both locally and internationally.

“We thought of RapNet as a platform we could leverage to find new customers, particularly in markets that we had not yet tapped into. It’s also a good indicator of market price and what’s available.”

Bass Premier also utilizes RapNet Jewelry by uploading their unique high-quality pieces which brings more attention to the company as a whole.



“RapNet puts us on the map. It has helped us make sales to large international companies. As a small-medium sized company, we wouldn’t have made these sales were it not for RapNet.”

“RapNet has become the default for many suppliers and trade buyers. It’s a go to for many people in the industry, which brings more value to us as primary suppliers.”

Bass Premier

**GIVE YOUR BUSINESS
THE COMPETITIVE EDGE**



Over 1.5 million diamonds, rings, necklaces & watches

Source at the most competitive prices

Buy from verified suppliers

Join the world’s largest
diamond & jewelry marketplace.

Join RapNet

www.RapNet.com/join

A Rapaport Group Company