



Shenoa & Company's Strategic Partnerships Create a Win-Win

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The online diamond wholesaler Shenoa and Company recently upgraded their technologies, processes and procedures to handle their huge jump in sales.

PR9.NET January 31, 2008 - New York, NY – Shenoa & Company is not using a record setting 2007 as permission to rest on their laurels. Last year's success will be used to build momentum and make 2008, great! Currently, team Shenoa & Company understands that this achievement will be used as a benchmark to improve their infrastructure and corporate policies. "We are in a perpetual cycle of testing, analyzing, optimizing and curing the challenges we face on a daily basis" states Scott Cowan, COO of Shenoa & Company.

Shenoa & Company knows all too well that the jewelry industry is one of the most competitive markets online. "When you couple the jewelry industry and the sales of jewelry online, you are being tested from all angles", admits Blane Perun, VP of Online Marketing. On a daily basis, Shenoa and Company empowers their employees to provide "100% Customer Satisfaction!" The fuel that powers this mantra is the mandate to provide education to both employees and clients. By combining a staff committed to "100% Customer Satisfaction!" and deep strategic partnerships with tier 1 vendors, Shenoa & Company is moving from underdog to innovator and industry leader.

Valentine's Day provides a big jump in the sales of Engagement Rings, Diamond Rings, Earrings, bracelets and diamond pendants. During this surge of sales, it's all hands on deck, so that customers are not affected by the deluge of challenges that happens on the backend of running a successful online store. "Shenoa & Company has instituted some proprietary technologies and best practices, which improved our checks and balances, underscoring our growth in sales" says Blane Perun, VP of Online Marketing.

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About Shenoa&Company

Founded in 1980, SHENOA & CO. is one of the fastest growing online retailers of certified diamonds and fine jewelry. SHENOA & CO. Online is built on a simple idea: purchasing quality diamond jewelry does not have to be an expensive event. www.shenoadiamonds.com

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