

Our History & **FAMILY OWNERSHIP**

Murphy Jewelers was founded in 1913 when Frank J. Murphy opened a store in downtown Pottsville, Pennsylvania and traveled door-to-door in a horse and buggy repairing school house clocks.

Frank's son, Francis, soon joined his father in the business after returning home from the Air Force in World War II. With Francis's vision, the business' sights were set solely and passionately on creating an exceptional jewelry experience. Francis' wife, Winnie, also joined her husband in the business since she loved selling jewelry to customers.

Francis' son, and our current president, Patrick, dreamed of becoming involved in the family business at an early age. After working at the store every chance he afforded during high school, he ventured out to attend jewelry training and was enrolled in Bowman's Technical School (America's Oldest Watch Making and Jewelry School).

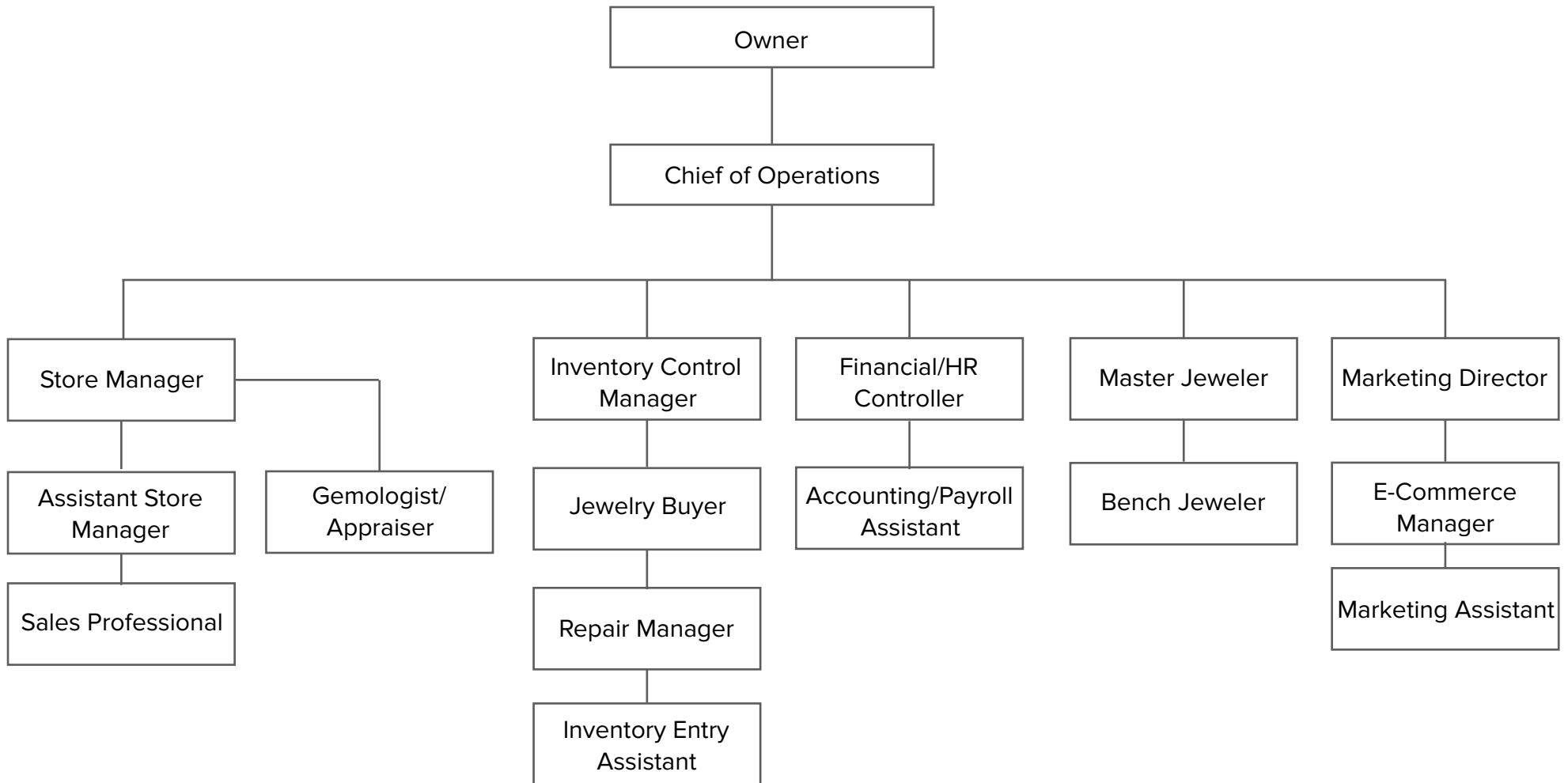
Upon graduation, he returned home and passionately began growing Murphy Jewelers, working alongside his high school sweetheart turned wife, Kim. Together, Patrick and Kim proudly grew the business into one of the most thriving jewelry organizations in the state of Pennsylvania.

One of our proudest moments was the opening of our second store in Hamburg, PA in 2004. Our Hamburg location showcases our dream of the perfect shopping experience and has been named "One of the Top Ten Coolest Stores in the Country." The 6700 square foot free-standing location hosts over 200 linear feet of exquisite jewelry and watches on display. The in-store environment is enhanced by a 30 foot atrium skylight which runs the entire length of the store.

In spring of 2010, Murphy Jewelers opened their third retail location at the Promenade Shops at Saucon Valley, located in Center Valley, PA, one of the Lehigh Valley's premier destinations for luxury shopping.

Murphy Jewelers is committed to the future and always being there for our customers. We're delighted to welcome a fourth generation of family involvement. Mallory, Patrick and Kim's daughter, represents the future of our organization and is already setting industry standards for her marketing excellence. Their son, Sean, a Mac software engineer, is responsible for everything technology related at our company, including our website design. With even our web presence designed completely in-house, it's another example of how Murphy Jewelers truly is a family operation through and through.

CAREER FLOW CHART



Chief of Operations

Responsible for maintaining operations in company and overseeing all departments, including 40+ employees. Gives final approval on all hires, as well as job terminations. Sets sales goals for both company and store levels; holds store managers accountable for achieving such goals. If there is a problem in any department in company, the chief of operations is involved to help the department manager handle the situation, as well as develop safe measures to prevent an issue in the future.

Store Manager

Responsible for making sure a particular store location operates smoothly, and most importantly, achieves monthly/yearly sales goals. Sets monthly individual sales goals for each sales professional in order to achieve store's monthly goal. Creates hourly schedule for sales professionals. Tracks hours of employees to submit to payroll weekly. Mentors/trains sales professionals on product knowledge and selling technique.

Assistant Store Manager

Help store manager in any way necessary. Assist in store's daily paperwork, such as inventory counts, payroll submission, etc. Responsible for being a key holder for store location to assist in opening and closing procedures of store.

Gemologist/Appraiser

Obtain degrees in order to operate as a certified licensed gemologist/appraiser, including a degree as a Graduate Gemologist from the Gemological Institute of America (GIA). Meet with clients on a daily basis to assess their jewelry & determine the monetary value, most popular reason being for insurance reasons. Purchase jewelry from clients for store's estate jewelry collection by analyzing piece & determining market value for resell.

Sales Professional

Entry level position but perhaps most important because without the success of sales professionals, no other job in company would exist. Responsible for taking care of client's needs and providing an exceptional customer experience. Held accountable by achieving individual sales goals set by store manager. Expected to learn knowledge on store designer brands and general jewelry knowledge, which is always ongoing.

Inventory Control Manager

All inventory shipped to company is sent to inventory control office and then dispersed to individual stores. Responsible for entering each piece of inventory with correct product description and price, taking photo of piece, and determining which store location receives it.

Responsible for making sure inventory was entered at correct costs; reconciled to invoice total. Ensure all inventory that is received and/or being shipped out is done so in the proper manner. Handle all shipment returns to vendor, whether for item return or repair.

Jewelry Buyer

Meet with jewelry designers to select new pieces for each store location. Work with director of operations, financial controller, and/or inventory control manager for an 'open to buy', or your budget to spend. Keep a close eye on what sells vs. what doesn't in order to fine tune ordering process in future. Maintain inventory levels by reordering best sellers on a consistent basis and not letting inventory levels dip.

Repair Manager

Inspect repairs completed by in-house jewelers and jewelry repairs returned from designers to make sure quality is up to par and repair was completed correctly. Determine costs of repairs and write description of repair work for customer records. Keep track of outstanding repairs and provide updates to sales professionals to relay communication to customers.

Inventory Entry Assistant

Help inventory control manager in whatever way necessary. Most often, entering inventory into computer system with product descriptions and prices and then tagging before sending to store locations for stock.

Financial/HR Controller

Responsible for organizing and entering all invoices from company into QuickBooks, and ensuring payments are processed in timely manner. Maintains HR department by providing company handbook, start-up paperwork, insurance forms, etc to all employees. Submits payroll for company, ensuring wages, commissions, bonuses, etc are paid correctly & on time.

Accounting/Payroll Assistant

Help financial/HR controller in whatever way necessary. Most often, reconciling credit cards, organizing charges in QuickBooks to hit correct accounts (i.e. advertising bill is labeled under marketing and tracked according to marketing budget).

Master Jeweler

Handle complex repairs and restorations in the company on all types of jewelry & metals. Assist store professionals in creating custom jewelry designs for clients. Have extensive experience in finishing work, casting, sizing, and stone setting.

Bench Jeweler

Assist master jeweler in whatever ways necessary. Responsible for handling day-to-day repairs, such as basic ring sizing and jewelry repair.

Marketing Director

Responsible for all marketing and advertising initiatives in the company. Given a company wide yearly marketing budget by director of operations; responsible for breaking that down between store locations, as well as broken down further between traditional advertising (billboards, print, etc) vs. digital (social media, google search, etc). Come up with ideas throughout the year to increase traffic in store and help sales professionals/company hit sales goals.

E-Commerce Manager

Works closely with marketing director and inventory control manager to make sure our website is providing a good experience with established/potential customers, as well as offering product for sale online. Enter/maintain inventory on the website, update homepage photos, answer web email inquiries, and fulfill online sales orders.

Marketing Assistant

Help marketing director in whatever ways necessary. Coordinate events in store and work closely with store managers to make sure they have everything they need to be successful. Help take photos of in-stock merchandise for store's social media pages.