

Essay summary of business report

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As a world-leading cosmetic company of Australia and established in 1985, Jurlique has expanded its customers at a staggering rate recently. I have used its products for many years and am one of its loyal customers. Although Jurlique has conducted its businesses beyond Australia and gradually penetrated into many other countries, it neglects an imperative country that can contribute to boost its sales and profits significantly, namely China. Because Jurlique has not entered into Chinese market, every time I come back to China, my relatives and friends always will ask me to bring them its products.

Therefore, I am thinking whether Jurlique can expand its businesses into Chinese market so that its loyal customers can purchase its products conveniently and easily. It is widely known that the most unique quality of Jurlique is its natural elements in products. Almost all the other cosmetic products contain various chemical compositions that may potentially have subtle negative influence on customers. However, Jurlique plants raw materials that its products need on its own and provides pure and natural materials for its products, so that these products are environmental friendly.

Due to such unique character, Jurlique gradually attracts more and more loyal customers. Thus, for Jurlique, operating its businesses in China becomes increasingly necessary. With Chinese cheap labour, Jurlique can establish factory in China to manufacture its products. And with the assistance of excellent marketing strategies, there is no doubt that Jurlique can achieve huge success in Chinese market. Executive Summary Jurlique can select China to be its target country. As an emerging country, China has the highest GDP growth around the world.

This situation means that there are numerous opportunities for various companies to conduct their businesses in this emerging market. Hence, Jurlique can profit from these numerous opportunities by operating its businesses there. Furthermore, owning the largest population around the world, there is no denying that China has significant potential for digesting the products of Jurlique. To be more specific, Chinese people are more affluent than before. It is universally acknowledged that during the economic crisis period, Chinese people contribute the most to continue flourishing luxury industry.

And Chinese women lay more emphasis on their faces than before, thereby providing enormous opportunity for cosmetic industry. Consequently, China is an extremely appropriate choice for Jurlique to expand its business.

Because Jurlique is a famous brand around the world and belongs to high-end products. Therefore, it mainly targets its customers in China at affluent people. Although affluent people only account for small part of the whole Chinese people, due to the large population base, there are still a large number of Chinese people to spend money on its products. Jurlique can distribute its products in China mainly through two ways.

The first one is online sales. The prevalent online shopping phenomenon in China can help Jurlique reach the most potential customer. The other one is set up counters in shopping malls, which is the most frequent places people go to buy cosmetics. Campaign Strategy It has been mentioned that the main potential customers of Jurlique are affluent women. And those women generally live in such big cities as Beijing, Shanghai, Shenzhen and so on.

Therefore, Jurlique can start its business from the Chinese fashion city,

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namely Shanghai. It is widely known that Shanghai women usually spend more time and money than others on makeup.

And then this company can gradually penetrate its business into other cities and take full advantages of Chinese market to expand its businesses, thereby achieving high profits. Undeniably, the giant influence of advertisement can not be ignored and therefore the first step of starting Jurlique's business should be effective advertising. Firstly, appropriate slogan should be made. Because the unique quality of Jurlique is its natural and pure raw material and the main function of its products is make women be beautiful and charming, the brand slogan can be "for your natural beauty".

As to advertisement, Chinese people should be its models in order to show people directly that products of Jurlique can beautify not only western people but also eastern people. In order to boost its sales effectively and smoothly, Jurlique should conduct some promotions in accordance with local culture. And the most effective promotional method should be advertising (Gabriel, Kottasz, Bennett, 2006). There are a host of ways can be used for advertising. The most effective one is TV advertising. To be more precise, there are numerous fashion programs on TV now and they attract a vast number of fashion people to be their audience.

More importantly, some TV stations even specially set up a fashion channel to broadcast fashion related programs. As a consequence, by advertising on these channels, Jurlique can effectively and efficiently cover its target customers as many as possible. Additionally, Jurlique also can advertise on fashion magazines. These magazines have the same target customers as

Jurlique and therefore can effectively and efficiently deliver its information to customers. Another advertising way is billboards.

They generally should be established in subway station (Low, Mohr, 2000), because in China, the majority of white-collars who can be potential customers of Jurlique are prone to take subway when getting off work.

During the time of waiting for trains, people usually have nothing to do. If there are some gorgeous billboards in front of them, they are inclined to staring at these billboards to appreciate their fabulous content. And then, these people may be motivated in large distance to buy the advertised products. In order to make Jurlique operate smoothly in China, this company also should consider the timeline and costs of its expansion.

As to timeline, Jurlique can start its business from Shanghai. About several months later, its business can be expanded to Beijing, and then other big cities. Turning to cost, it is one of the most crucial parts for company, because it relates to its profits. For cosmetic business, advertisements usually occupy the most costs, because gorgeous and luxury advertising contents can contribute to consolidate its high-end position and the high price can offset increased cost in advertisement (Mitchel, 1985). As a result, Jurlique can allocate more money on advertising costs than other aspects.