

# Marketing plan for a cosmetic company

Business



**EXECUTIVE SUMMARY:** Claree is preparing to launch a new whole division in mature and emerging markets.

Despite the dominance of the Personal Care brands; we can compete because our product offers a unique combination of features at a value added price. We are targeting specific segments in the consumer and business markets (Beauty Saloon), taking advantage of opportunities indicated by higher demand for the natural based personal care products.

The primary marketing objective is to achieve first year market share in the following markets as per the following pattern: The primary financial objective is to achieve \$60, 000 Sales.

**CURRENT MARKETING SITUATION:** Claree, founded a year ago by Herbion Pvt. Ltd is about to enter in the market more formally.

Natural personal care brands are increasingly popular today; forecasts suggest that annual of natural personal care products will grow more than 50% percent for the next three years. Competition is therefore more intense even as personal care brands, industry consolidation continues, and pricing pressures squeeze profitability. Yet the worldwide market remains substantial, with annual sales of 10 to 15 millions units.

To gain market share in this dynamic environment, Claree must be carefully target specific segments with features that deliver benefits valued by each customer group. **MARKET DESCRIPTION:** Claree market consists of consumers and business (Beauty Saloons/hotels/airlines) that prefer to use nature based premium personal care products to pamper their skin, body and hairs.

Table 1. 1 will show the how Claree addresses the needs of targeted consumer and the business markets. PRODUCT REVIEW: Our Product descriptions are

Target Segments	Customers	Need	Corresponding	Features/Benefit
Professionals (Beauty Saloon)	Consumers	Corporate	Users	(airlines)

COMPETITIVE REVIEW: The emergence of many new personal care brand manufacturer has pressured industry participants to continually add features, strong emotion appeals and cut prices. Key Competitor includes: Despite the strong competition, Claree can carve market out a definite image and gain recognition among the target segments. Our natural and organic association is a critical point of differentiation for competitive advantage.

DISTRIBUTION REVIEW: Claree Branded product will be distributed through a network of retailers, whole seller through Distributors in UZB, KGZ, MOL, GEO, SGP and KAZ.

Among the most important channel partners being contacted are: •

STRENGTH, WEAKNESSES, OPPORTUNITIES AND THREAT ANALYSIS: Claree have several powerful strength on which to build, strong global distribution channels, but our major weakness is a lack of brand awareness and image.

The major Opportunity is the awareness regarding the harmful effects of SLS and Paraffin products.

We also face the threat of ever higher competition from personal care brands, as well as downward pricing pressures. Another major threat and issue in the market is the smuggled. •STRENGTH: •WEAKNESS:

• OPPORTUNITIES: • THREATS: OBJECTIVE & ISSUES: • FINANCIAL OBJECTIVES:  
 a-First Year Objectives : b-Second Year Objectives: • BRAND OBJECTIVES:  
 MARKETING STRATEGY: • POSITIONING: • PRODUCT STRATEGY: • PRICING  
 STRATEGY: • DISTRIBUTION STRATEGY: • MARKETING COMMUNICATION  
 STRATEGY: ACTION PROGRAMS: • JANUARY: • FEBRUARY: • MARCH: • APRIL:  
 • MAY: • JUNE: • JULY: • AUGUST: • SEPTEMBER: OCTEMBER: • NOVEMBER:  
 • DECEMBER: NEW PRODUCT DEVELOPMENT • Controlled Test Marketing: 10  
 sample of each of the new products which are under pipeline will be sent to  
 the location. Those products will be distributed among the Herbion Location  
 staff, staff will be using it.

After 15 days the staff will be sending a report to the Head office stating the  
 weather impact, quality issues, and product FAB related issues. If the  
 Location provides the Positive Signal, the whole demonstration Stock will be  
 send • Registration • Commercialization ESTIMATED SALES FORECAST:

BUDGETS: Uzbekistan Kazakhstan Kyrgyzstan Georgia Moldova Singapore  
 CONTROLS: We are planning tight control measures to closely monitor sales  
 related activities, sales and inventory trends. This will enable us to react  
 quickly in correcting any problems tat may occur. Other early warning  
 signals that will be monitored for signs of deviation from the plan include  
 monthly sales (by segment and channel and monthly expenses. Given the  
 Personal care marketing volatility, we are developing contingency plans to  
 address fast moving environmental changes.