

# [According opportunities as for opportunities, they can work](https://assignbuster.com/according-opportunities-as-for-opportunities-they-can-work/)

According toLaja (2017), a value proposition is anassertion that intelligibly indicates why customers should purchase products orservices from a company instead of its competitors. In other words, it is apromise of value of a company to be conveyed to its consumers. One of the valueproposition of Care Your Skin is that they possess an intense of skill andknowledge in this field for more than 10 years and they also have a goodexpertise and understanding regarding their clients’ needs.

For instance, theyoffer a range of skin care products to their clients who have dry skin, oilyskin, sensitive skin, and eczema skin problems. Besides, Care Your Skin is handcraftedorganic product and it is formulated without the use of chemical. Theseproducts had attained verification from Director of Pharmaceutical Services(DPS) through National Pharmaceutical control Bereau (NPCB) before theyreleased to the market. 1. 1      SWOT Analysis1.   1. 1.

1. 2.    1. 3.    1. 4.    1.

5.    1. 5. 1  StrengthsOne of the strength of Care Your Skinis that products are purely handmade organic. The products are merely based onnatural ingredients without the use of chemical or harsh ingredients. As such, thatmakes Care Your Skin products so unique and high quality. Furthermore, CareYour Skin is an environmental friendly product as the products are all chemicalfree that do not detrimental to the environment no matter in the process of productionor utilize or disposal. These products help to maintain the quality ofenvironment through minimizing the contamination they could produce.

Anothermajor strength is that they has a group of customers who are loyal to itsbrand. Thus, building a good customer loyalty has boost its brand image.. 1.

5. 2  WeaknessesNevertheless, Care YourSkin products that made from natural ingredients can be the problems to thebusiness. Since they use solely natural preservatives, the shelf life of theproducts of Care Your Skin may shorter than other similar products andtherefore, the products cannot be stored for prolonged periods. Besides, resourcesare limited due to the products are made with organic. Thus, insufficient naturalresources may hard enough for them to meet their customers demand. They also unableto meet the order from customers, as Care Your Skin is handcrafted product, itmay takes time for them to produce.

Another weakness of Care Your Skin is thatthey offer a few range of products to their customer since they only sell soapand lotion. This may reduce buyer’s interest because of limited productselection.  1.

5. 3  OpportunitiesAs for opportunities, theycan work on increasing the products selection by introducing new products suchas shampoo and facial cleanser to existing market. More products selectionwould enable a consumer to find the things that they want to purchase. Besides, they can increase the product sales via retailers as this could help to enhancethe presence of Care Your Skin in the markets and bring its product to a vastconsumer.

They also can launch more outlets in both local and foreign marketsin order to expand the sales volume. As such, rise in sales volume couldgenerate more revenue and profit to them. Moreover, they can seek for low costsupply of resources from various suppliers to produce a high quality with lowprice product to their customers. This may increase customers’ purchasingpower.

They also can produce the products by using machinery instead ofhandmade because using technology can complete the production effectively. Inaddition, Lilian and May intend to sell their products online. It is a greatchance for them to widen up their business overseas as online selling canincrease the presence of products and bring in new customers to their business.

Selling products online also enable the regulars from Asian countries to placetheir orders easily. Furthermore, they can expand their business by venturinginto cosmetic products like lipsticks and foundation to markets. In this way, it can bring in new customers like beauty buyers to their business. 1. 5. 4  ThreatsOne of the major threatto Care Your Skin is the strong competition within the cosmetic industry as manycompanies provide almost similar kind of services and products in the market.

Therefore, strong competitive market may influence the sales of Care Your Skinas there are innumerable substitute cosmetic and skin care products availablefor buyers to select from. For example, Care Your Skin’s customers may switchto other brands if its competitor provide a better price and quality ofproduct. Another major threat to Care Your Skin is that it has a limited resource. Since Care Your Skin is purely organic product that made from ‘ all natural’, itneeds more natural ingredient to produce the product and it is better for themto seek for more suppliers for more resources in order to compete effectively.