

According
opportunities as for
opportunities, they
can work



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According to Laja (2017), a value proposition is an assertion that intelligibly indicates why customers should purchase products or services from a company instead of its competitors. In other words, it is a promise of value of a company to be conveyed to its consumers. One of the value proposition of Care Your Skin is that they possess an intense of skill and knowledge in this field for more than 10 years and they also have a good expertise and understanding regarding their clients' needs.

For instance, they offer a range of skin care products to their clients who have dry skin, oily skin, sensitive skin, and eczema skin problems. Besides, Care Your Skin is handcrafted organic product and it is formulated without the use of chemical. These products had attained verification from Director of Pharmaceutical Services (DPS) through National Pharmaceutical control Bureau (NPCB) before they released to the market.

1. 1. SWOT Analysis

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

Another major strength is that they have a group of customers who are loyal to its brand. Thus, building a good customer loyalty has boosted its brand image..

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5.2 Weaknesses Nevertheless, Care Your Skin products that made from natural ingredients can be the problems to the business. Since they use solely natural preservatives, the shelf life of the products of Care Your Skin may be shorter than other similar products and therefore, the products cannot be stored for prolonged periods. Besides, resources are limited due to the products are made with organic. Thus, insufficient natural resources may be hard enough for them to meet their customers demand. They also unable to meet the order from customers, as Care Your Skin is a handcrafted product, it may take time for them to produce.

Another weakness of Care Your Skin is that they offer a few range of products to their customer since they only sell soap and lotion. This may reduce buyer's interest because of limited product selection. 1.

5.3 Opportunities As for opportunities, they can work on increasing the products selection by introducing new products such as shampoo and facial cleanser to existing market. More products selection would 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 enhance the presence of Care Your Skin in the markets and bring its product to a vast consumer.

They also can launch more outlets in both local and foreign markets in order to expand the sales volume. As such, rise in sales volume could generate

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more revenue and profit to them. Moreover, they can seek for low cost supply of resources from various suppliers to produce a high quality with low price product to their customers. This may increase customers' purchasing power.

They also can produce the products by using machinery instead of handmade because using technology can complete the production effectively.

In addition, Lilian and May intend to sell their products online. It is a great chance for them to widen up their business overseas as online selling can increase the presence of products and bring in new customers to their business.

Selling products online also enable the regulars from Asian countries to place their orders easily. Furthermore, they can expand their business by venturing into 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 Threats One of the major threat to Care Your Skin is the strong competition within the cosmetic industry as many companies provide almost similar kind of services and products in the market.

Therefore, strong competitive market may influence the sales of Care Your Skin as there are innumerable substitute cosmetic and skin care products available for buyers to select from. For example, Care Your Skin's customers may switch to other brands if its competitor provide a better price and quality of product. 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', it needs more natural ingredient to produce the product and it is

better for them to seek for more suppliers for more resources in order to compete effectively.