



**LAUREL**  
PRODUCTS

# Business Plan

Prepared: 8<sup>th</sup> July 2020



## Legal Page

# Confidentiality Agreement

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<b>Abbreviation</b>	
<b>CAGR</b>	Cumulative Annual Growth Rate
<b>ROCI</b>	Return on Capital Invested
<b>ROI</b>	Return on Investment
<b>SEO</b>	Search Engine Optimization



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## 1.0 Executive Summary

### 1.1 Business Name and Location

The name of the business is Laurel Products and it is operated through its head office located in New Orleans, Louisiana, the USA.

### 1.2 Purpose of the Plan

The Purpose of this document is to provide potential investors with the information necessary to evaluate the merits of the value proposition and the growth strategy of Laurel Products. Additionally, it will serve as a guide for management by establishing goals against which performance can be measured.

### 1.3 Opportunity

Consumers now want to know that the ingredients they will be using on their skin are naturally derived. They care about their health and wellbeing and want to avoid the synthetically derived overload of chemicals. Most products in the market contain harsh chemicals, which often lead to:

- ∞ Acne
- ∞ Eczema
- ∞ Rosacea
- ∞ Flaky/dry skin, and in extreme cases, may lead to cancer

The customer is also lead to believe that many of the products they are using which are labeled as “Organic” Or “Vegan” are actually the contrary. Many brands mask ingredients to try deceiving the unknowing consumer into thinking what they are buying, is not harmful for their skin. There is a paradigm shift in consumer awareness about health and wellness owing to the growing number of beauty blogs and social media accounts dedicated to the benefits of going organic. This is a major driver for the organic skin care industry. The online platform is one of the key sources used by consumers to search for the best suitable products, which may not be available in malls and retail stores. Hence, e-commerce is one of



the prominent factors propelling growth in the global skin care market. Various technological innovations, which are used to increase the shelf life of skin care products, are expected to have a positive impact on the sector. The skin care market is driven by factors such as new product development, increased spending capacity of consumers on premium products, expansion of distribution channels, and increasing online reach. However, the high cost of organic skincare products may become a hindrance to the growth of the market. Nevertheless, the plant based skin and personal care market growth is expected to show an upward trend.

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## 1.4 Our Solution

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We are an online boutique that offers plant-based skin and personal care products all over the USA. Our quality products are responsibly made and well-designed. We want to give consumers a chance to try our products and make the switch for better quality, better result driven skin care. The business is ethically and purpose-driven in addition to helping promote other entrepreneurs in their craft.

Skin care is an essential part of personal care. It includes everything, from correction to prevention, in the process of make-up. Great skin will never go out of style, and the innovations and developments in the beauty industry promise to deliver improved products with a health-friendly touch. Makeup with skin care benefits has been prevalent in the market for quite a while now. Laurel Products will use both of these tactics, known influencers, as well as myself, being a known “celebrity” online, to push the products and drive sales consecutively. Many people who have used very famous and well-known brands for years with no result, have made the switch to organic/vegan products and have seen their problematic skin issues disappear within a few weeks. These would be our ideal customers, as well as vegans and environmentally/animal friendly aware people.



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## 1.5 Growth

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The beauty industry is a \$532 billion-dollar market today and growing. People are even more so concerned with skin care thanks to online trends, and the growing revenue is thanks to platforms like Instagram and Facebook. This has allowed the industry to reach more targeted people in the world than ever. With this in mind, our target market will be females over 15, as they are predominate, and steady, consumers of the industry to date.

We estimate that Laurel Products can contribute to at least \$1million in sales in its first 2 years, especially as consumers are becoming more and more health and nutritionally conscious and leaning more toward “vegan” and “organic” sources. While there are vegan and organic products for sale, many companies sell their products as such, while including masked harmful ingredients such as SULFATES, unbeknownst to the consumer, whereas Laurel Products ingredients will be 100% organic and plant based from start to finish.

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## 1.6 Investment Funds

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The business plan will be presented to angle investors and banks to raise the required funding of \$100,000.

### Use of Funds

Additional funding will help to meet demand by:

- ∞ Increase inventory and selections
- ∞ Hire core team to support daily operations
- ∞ Move business functions (including inventory and production) to an offsite office space (Co-working space such as or the Warehouse, etc.)
- ∞ Needs: internet-access; room for storage cabinet, production table additional supplies as needed, additional laptop and cellphone for staff (or to incorporate funding through pay or reimbursements) other basic office amenities.
- ∞ Expand business to offer a stationary line based on art currently created by business owner.





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## 1.7 Key Factors to Success

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- ∞ **Quality**–Minimize mistakes and provide clients with the level of products quality they require. Quality reduces cost in the long run and increases dependability.
- ∞ **Speed**–React quickly to client requirements. Increase the availability of products to meet the client’s needs. Speed decreases both inventories and risk.
- ∞ **Dependability**–Deliver products with the quality required, when and where the clients demand it. Reliability saves client time and money and is critical in developing trust with clients.
- ∞ **Flexibility**–Adapt to continually changing client demands. Make sure planning processes provide flexibility given varying types of services.
- ∞ **Cost**–Every client cares about cost relative to value and develop an efficient supply chain to minimize costs. The other performance objectives will affect costs.
- ∞ Be able to provide an unforgettable, bespoke and unique experience to clients for intimate to large-scale career
- ∞ Encourage customer feedback and improve the service in the light of these feedbacks
- ∞ Maintain massive advertisement budget and launch the most targeted marketing campaigns
- ∞ Be an active member of the community and maintain a respectable and untarnished reputation in the community

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## 1.8 Profit and Loss Summary

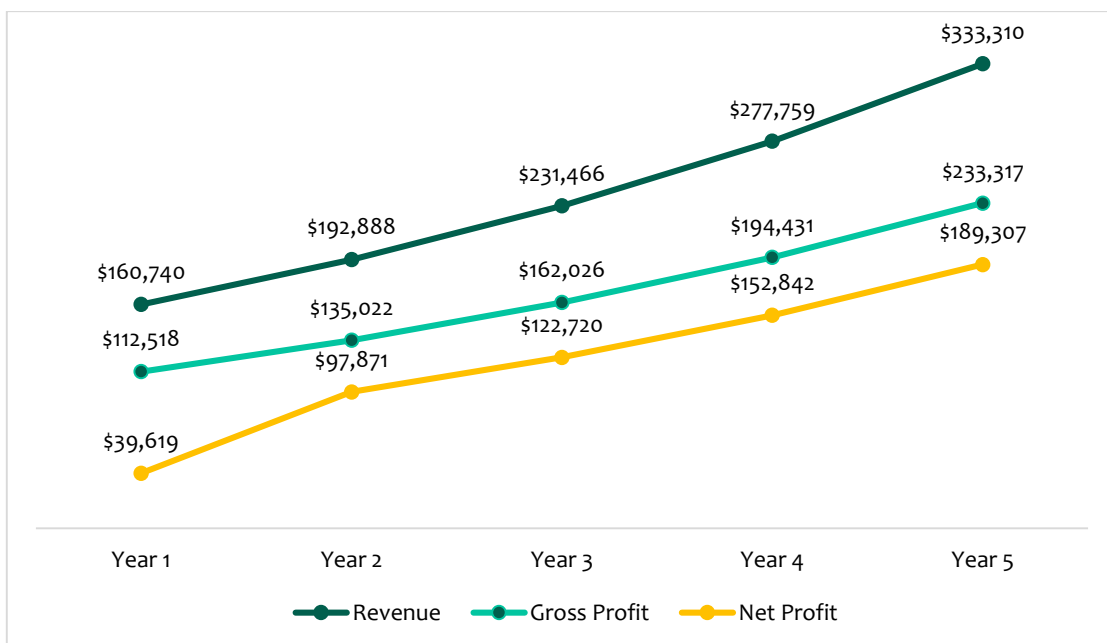
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With a startup funding of \$100,000, our financial projections are conservative as we expect to make sales \$160,740 for first year with 70% gross profit margin. Our projections show a net profit of \$39,619 in our first year of business operations.



The profit and loss summary shows the figures below:

	Revenue	Gross Profit	Net Profit
Year 1	\$160,740	\$112,518	\$39,619
Year 2	\$192,888	\$135,022	\$97,871
Year 3	\$231,466	\$162,026	\$122,720
Year 4	\$277,759	\$194,431	\$152,842
Year 5	\$333,310	\$233,317	\$189,307





## 2.0 Business Overview

### 2.1 Introduction

Laurel Products is an E-commerce/online boutique dedicated to offer the plant-based skin and personal care products nationwide. Our products are responsibly made and well-designed to meet the core demand of our customers. Laurel Products is founded out of the love for natural products and the overall health benefits compared to synthetic cosmetics. The business is ethically and purpose-driven in addition to helping promote other entrepreneurs in their craft.

We also believe that natural and plant based skin care products provide the skin with a natural radiance that synthetically made products does not offer. Laurel Products will resolve the issue of consumers who fear skin cancer causing SPF creams, skin products and tanning oils that also harm the environment. Many other products are not concerned with the damage their products cause because of continual use. Laurel Products will not cause changes to the cell structure of the skin, which cause cancer, or affect marine life with toxic chemicals. We are committed to enhancing the well-being of our customers and enlivening their spirit. It is a place where one can be transformed inside out with a new makeover of life.

#### Our Mission

*“To help customers focus on the importance of the basic care of our bodies, which is reflected in our skin, and soul. The curated items offer customers opportunities to incorporate creative solutions in living our daily lives responsibly while still nurturing our creative spirit.”*

#### Our Vision

*“To produce cruelty free and environmentally friendly products to consumers nationwide.”*

#### Our Philosophy

*“If you love your skin, we love it more.”*



## Our Belief

Laurel Products is about transparency, health and well-being. We believe that health and wellness are the keys to overcoming the obstacles life throws at us. Our principles are simple - we are respectful of nature; kind to our bodies, encouraging to our spirits; and always aim to provide our customers with the alternative to mass-produced, disposable products.

## Organization Values

- **Honesty and Integrity:** We will always do what is right, fair, and ethical to our customer.
- **Communication:** We will share appropriate information in an honest and open manner to our customer
- **Respect:** We will be considerate of others through the proper modes of approaching.
- **Team Work:** We will encourage and reward our team
- **Quality:** We will strive for professional excellence to the highest standards possible consistent with goals of our foundation
- **Attitude:** We will be positive, enthusiastic and have a vibrant spirit
- **Leadership:** We will lead by example. Our actions speak louder than words
- **Professional Development and Professional skills:** We will advance our talent and expertise to their fullest potential
- **Accountability:** We will be responsible for our action and understand our employee's impact on others

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## 2.2 Legal Status

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The business will be registered as a limited liability company.

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## 2.3 Objectives

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- ∞ To finalize the business plan and implement it effectively to ensure defined targets are met



- ∞ To create a viable brand offering organic and plant based skin and personal care products
- ∞ To offer the customers responsibly made and well-designed solutions so that we can take care of ourselves gently and kindly, while encouraging our creative spirit
- ∞ To reach high volume of sales online within 6 months to online consumers
- ∞ To provide services in which we advise clients on improvement of care due to environmental factors
- ∞ To reach \$10,000 in online sales within first year
- ∞ More importantly, maintain excellent relationships that enrich and enhance the lives of people
- ∞ **To develop and maintain a competent staff:** Developing and maintaining a staff that is capable of servicing the myriad needs of clients is an objective of Laurel Products. Attracting professionals with a passion for customer service will place the organization on the path that leads the business to long-term success and viability
- ∞ To form strategic partnerships to aid in scaling up operations
- ∞ To continuously come out with useful/innovative ideas that will consistently benefit our clients and community
- ∞ To maintain a sustainable growth and increased profitability
- ∞ To expand internationally as our product line grows exponentially after five years.

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## 2.4 The Management

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Management is the core of any organization. Not just personnel and individual's resumes but vision, and commitment lead to success. Miss Kimuyen Tran will lead Laurel Products as general manager. She envisioned and created the business based on her passion for the industry and her desired need to have more control over her future. Her goal as a business owner is to continue to stimulate the economy by providing well needed services and creating an environment that not only expects hard work and dedication from staff but also believes and practices work-life balance.



## 2.5 Business Idea

The desire to create always flowed in Kim's veins. A background of painting, printmaking, books and project management culminated in the establishment of Laurel Products, a skincare brand with transparency, health and wellbeing at its core. But there were other factors in Kim's drive to create this new breed of skincare. Throughout her life, she struggled with allergies, sensitive skin, severe stress, and anxiety and depression. Laurel was born out of the realization that the norm was simply not enough, the desire to help and educate others, and the courage to make a change. After years of experimentation and disappointment with mass-market skincare brands, Kim realized her skin was not getting what it needed, or what these brands promised it. Brands driven by profit were not fulfilling their duty to educate customers on what was truly good for their bodies. Kim understood she was not alone. Everyone she spoke was also seeking an affordable solution to their skincare needs. The indecipherable ingredients lists of big-brand products seemed incongruous with the promise they were making: to care for and protect our largest organ. So, Kim went through a process of questioning what is widely accepted in mass-market skincare products, therefore, forging her own path.







## 3.0 Products and Services

Laurel Products will be selling eco-friendly/vegan products of natural/organic origin as much as possible. Our products contain only the necessary, never the needless. The way each product is designed means that only a small amount is needed for each use in sustainable glass bottles and jars. Category wise detail of our products is discussed below:

### Main Category: Skincare

#### 1. Coconut Mineral Sunscreen SPF 30

Our skin is exposed to sun damage more frequently than customers think. UVB rays are present even on cloudy days, and UVA rays are not stopped by glass. Our Mineral Sunscreen has been developed with gentle Lavender and protecting Virgin Coconut Oil, which has recently been shown to improve the barrier function of the skin, and reduce inflammation caused by UVB rays. Reinforced with antioxidants from Red Raspberry Seed and Carrot Seed Oils, and Zinc Oxide to scatter and absorb harmful rays, this light, yet nourishing formula is soothing for those sensitive to the sun.

**Ingredients:** Virgin Coconut Oil, Non- Nano Zinc Oxide, Red Raspberry Seed Oil, Carrot Seed Oil, Lavender

**Dimensions/ volume:** 2 oz

#### 2. All-Natural Tea Tree Deodorant

Harness the power of tea tree oil to stay sweat and odor free. This astonishingly simple formula, containing just two ingredients that work in harmony, is age-old and time proven. Its antibacterial properties combine with ethyl alcohol to fight odor-causing bacteria. This all-natural deodorant comes as a refreshing fine mist that packs a punch with just one or two small spritzes.

**Ingredients:** Ethyl Alcohol, Tea Tree Oil

**Dimensions/volume:** 2oz; 4 oz



### 3. Super Shaving Butter

Our Shaving Butter is a sumptuous moisturizing shaving aid that will leave skin soothed, nourished and glowing. Packed with three different moisturizing ingredients, this powerhouse will relieve your skin on those dry days. Rosemary and Peppermint contain antimicrobial properties, therefore helping to prevent razor rash and in-growing hairs.

**Ingredients:** Coconut Oil, Shea Butter, Jojoba Oil, Rosemary, Peppermint

**Dimensions/volume:** 4 oz

### 4. Smooth Shaving Oil

Our Shaving oil is a sumptuous moisturizing shaving aid that will leave skin soothed, smoothed and glowing. A little goes a long way.

**Ingredients:** Coconut Oil, Jojoba oil, Grapefruit

**Dimensions/ volume:** 4 fl oz

### 5. Skin Loving Sea Salt Scrub

Our Sea Salt Scrub is a luxurious, moisturizing exfoliate that does double-duty. Packed with skin-loving minerals such as magnesium, calcium and potassium, our Sea Salt Scrub absorbs toxins while it exfoliates. Add to that the Coconut oil, which will simultaneously moisturize, our scrub is a tour-de-force combination.

**Ingredients:** Himalayan Sea Salt, Coconut Oil, Essential Oil

**Dimensions/volume:** 8 oz

### 6. Lip Rescue + Repair Oil

Our Lip oil is developed with Coconut Oil and Organic Rosebuds that deliver essential moisture and Vitamins A and E to the delicate lip area. Antioxidants in Jojoba Oil protect the lips from damage and free radicals, while Aloe Vera lends its protective and soothing properties as well as a light, barely-there feel.

**Ingredients:** Jojoba Oil, Coconut Oil, Vitamin E Oil, Organic Rosebuds, Aloe Vera

**Dimensions/ volume:** 10 ml





## Resale Category: Toiletries and Personal Care Tools/Accessories

### 1. Bath/Tub Tea

Made by CeeCee & Bee. Enjoy these bathtub soaks, the organic herbal baths in a bag.

**Options:** Lavender Slumber, Renewing Rose Bath Soak, and Feet Tea Soak.

**Dimensions/ volume:** 2 oz



### 2. Natural Sponge

By CeeCee & Bee. These Natural Sea Sponges are gathered off the coast of Florida. Naturally boosts lather of your favorite soap. An eco-friendly choice for any skin type. Natural sponges are 100% biodegradable and a natural renewable resource. Sea Wool naturally contains enzymes

that inhibit the growth of mold, mildew, and bacteria, yet are toxin-free and hypoallergenic.



### 3. Natural Pumice stone

By CeeCee & Bee. Natural pumice stone from Mt Shasta California. This all-natural foot is a great scrubbing tool. This pumice is naturally formed from rapidly cooling lava in the foothills of Mt. Shasta, this pumice stone will quickly file away calluses. Each stone is found in nature and has its own unique shape.





#### 4. Innovative Toothbrush Set

Made by HAMICO. This set of four adult toothbrushes were designed by a veteran Japanese dentist to provide the ultimate in preventative oral care.



#### 5. Cork Zip Pouch

Made by Natalie Therese. Store all your odd and ends including your cosmetics in these classic zip pouches. Handmade from eco-friendly cork.

**Design:** Bark

**Materials:** Cork fabric, Zipper closure

**Dimensions:** 5”H x 8” W x 2” D



#### 6. Men’s Cork Dopp Kit

Made by Hold Supply Co.

**Materials:** Cork, Acrylic canvas liner, polyester webbing and high quality YKK zipper

**Dimensions:** 9" Long x 4" Wide x 5" Tall



#### 7. Bamboo Utensil Set, Zero Waste

Made by Brooklyn Made Natural. These utensil sets are the perfect alternative to plastic disposable utensils. Each set comes with a canvas carrying case, bamboo straw, straw cleaner, chopsticks, knife, fork and spoon.





## 8. Scented Soy Candles

Experience the scent of faraway forests in your home with our delectable Scented Soy Candles.

Available Scents:

- ∞ **Amberwood Moss:** A deep, woody scent with zesty top notes of lemon and lime, a middle note of bergamot, and a musky vanilla base. A clean, vibrant scent with a touch of citrus.
- ∞ **Cactus Flower:** The scent of this sweet desert wildflower is a unique alternative to standard floral fragrances, with hints of herbs, spices and cool greens.
- ∞ **Champaca Neroli Twist:** The Magnolia Champaca tree is an evergreen known for its fragrant flowers. Combined with Neroli, from the blossom of the bitter orange tree, it creates a scent that is honeyed, spicy and evocative.
- ∞ **Ginger Thai Basil:** A beautiful, clean scent with a fizzy topnote of ginger, and the refreshing leafiness of basil. Fused with just enough spice that finishes like a summer cocktail.
- ∞ **Green Tea:** With an herbaceous scent as fresh as cut grass, this is a subtle yet comforting fragrance, for a reviving and energizing experience.
- ∞ **Green Tea & Lemongrass:** The refreshing and well-rounded green tea base blends with energizing top notes of lemongrass for a vibrant, revitalizing scent.
- ∞ **Kelp:** Feel close to the ocean with this rich, mineral sea kelp fragrance. A relaxing and unique alternative to sucrose scents.
- ∞ **Lily of the Valley:** A mainstay of the fragrance world, Lily of the Valley is soft, lilting, delicate and classic, with green floral notes that ring out clean and bright.
- ∞ **Sweet Pea:** Light, green and sweet, the Sweet Pea fragrance brings a fresh bouquet of flowers into your living room.



**Ingredients:** 100% Vegetable-Based Soy Wax, Fragrance Oil

**Dimensions/volume:** 4 oz; 8 oz



## Designed in-house Category: Stationary (for old-fashioned communication with our loved-ones)

These are expansion opportunities with additional funding:

### 1. Greeting cards, postcards, notepads and Journals

Create custom Greeting Cards, postcards and notepads with us. Use designs or one of our exclusive templates to create very own personalized Cards.



### 2. Pens/pencil (branded)

A promotional product category classic: timeless, steady, and unwavering-writing instruments (pens, pencils, styli, highlighters).



### 3. Recycled tote bags

Sturdy, durable, reusable canvas tote bags. At Laurel Products, discover the original custom, eco-friendly recycled cotton bags. Our recycled tote bag selection for the very best in unique or custom, handmade pieces.





## 4.0 MARKET ANALYSIS SUMMARY

### 4.1 Industrial Analysis

#### Global Organic Beauty Products Industry

In 2015, Grand View Research announced that the global organic beauty market was likely to reach \$15.98bn by 2020, as demand for organic skincare, haircare and colour cosmetics drives consumers to look for natural and organic labels.

Then in 2016, market analysis released by Persistence Market Research showed that with the year-on-year growth in organic beauty, the global market should be worth just under \$22bn by 2024. Those figures suggest approximate growth of 8-10% per year. The current natural and organic beauty market is estimated to reach the value of US\$ 11,057.1 Mn in 2016, which means that analysts expects the market's value to double in the next 8 years.

As it turns out, growth more than doubled. The global natural cosmetics market is estimated to be worth \$36bn in 2019 and is now predicted to grow to \$54bn by 2027. London-based analysts Future Market Insights have put out a 2019 report to predict this latest boom, based on shifting consumer perceptions around natural ingredients in their cosmetics.







## Global Organic Beauty Market: Distribution Channels

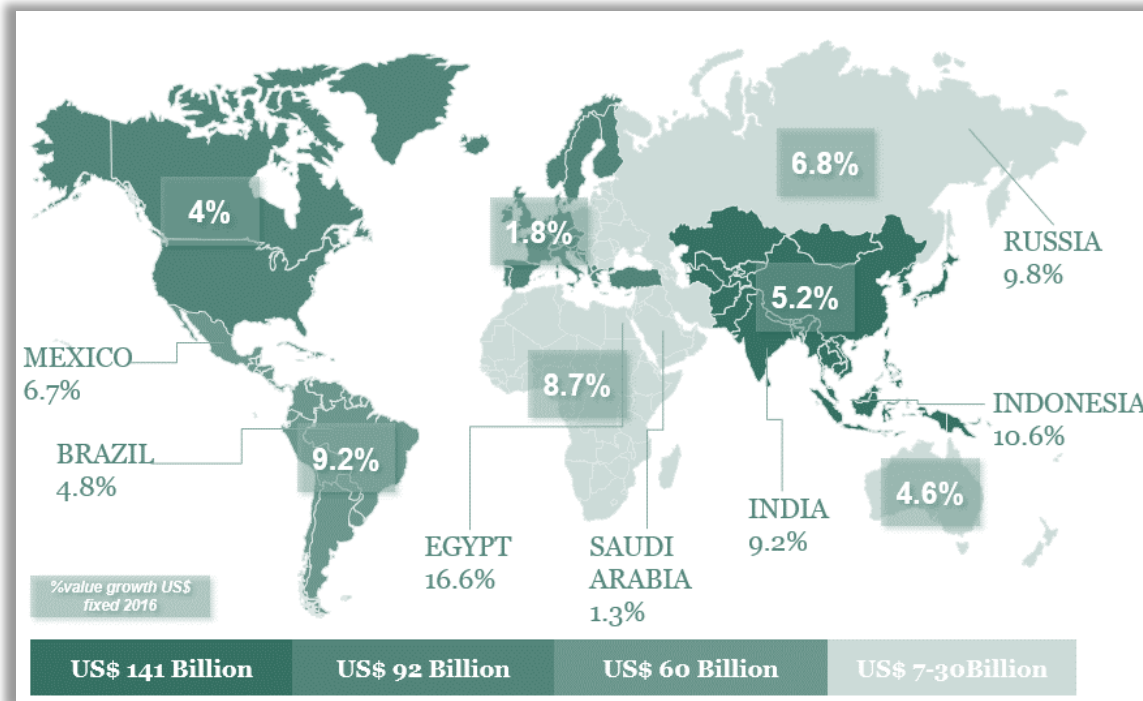
The global natural cosmetics market is further segmented because of sales channel, which includes wholesale/distributor, hypermarket/supermarket, convenience stores, specialty stores, online stores and club stores. Among all these segments, the hypermarket/supermarket is estimated to account for the largest value share and is expected to remain dominant in the global natural cosmetics market during the forecast period. Online retailers offer another popular sales channel, with this segment was estimated to be valued at US\$ 1,979.3 Mn by 2016 end. Online retail is one of the most significant distribution channels used by various companies. Online retailers enable companies to enhance product penetration, improve consumer reach, and expand consumer base.

The 2019 study of the distribution network of the natural cosmetics market reveals that wholesalers or distributors remain the preferred choice for the purchase of natural cosmetics among consumers. Over 2 in 10 natural cosmetics products were sold through wholesaler or distributors in 2018. Analysts maintain a positive long-term outlook on the global natural and organic personal care products market, anticipating global revenue to reach US\$ 54,432.2 Mn by 2027, at an annual growth of 5.2% during this period.

<https://formulabotanica.com/global-organic-beauty-market-22bn-2024/>

## Global Personal Care Market

At county level, Brazil and Russia have restored their place among the promising growth markets. While the economic situation improved in Brazil, brand owners also resorted to measures such as frugal innovation and promotional offers to keep demand intact. Meanwhile, Russia was boosted by local players, such as Natura Siberica and Faberlic, and higher spending in Russian high streets, as consumers shunned shopping destinations such as Paris and London, and spent less in travel retail. These dynamics helped Brazil and Russia post growths of 4.8% and 9.8%, respectively.

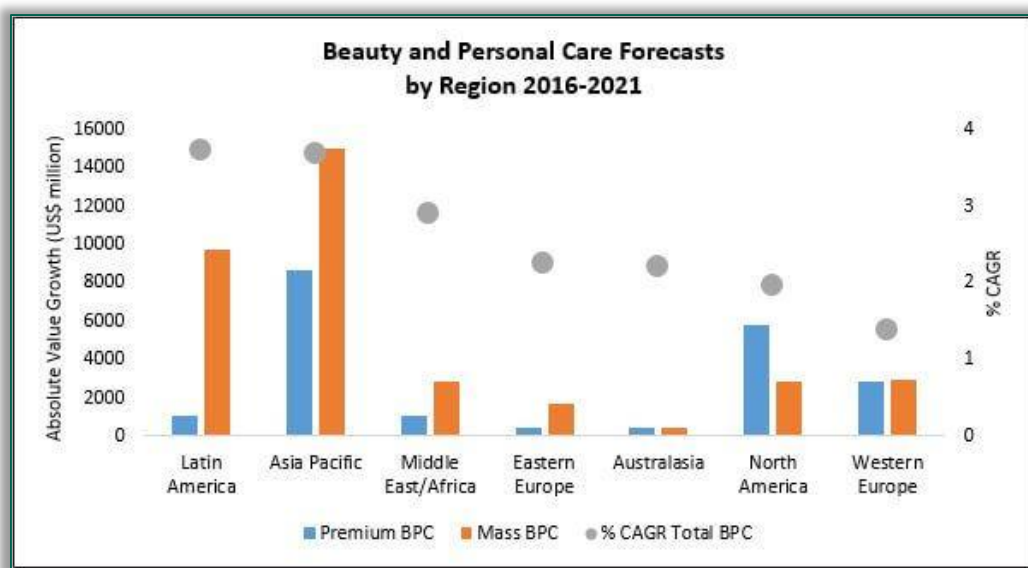


India and Indonesia continued to drive growth in 2016, at 9.2% and 10.6%, while their market size nearly doubled over 2011-2016 to reach US\$12 billion and US\$4.6 billion, respectively. Projections point to similar dynamics, with India expected to suffer in the short-term from demonetization, but is expected to recover quickly as retailers facilitate cashless transactions.

BPC forecasts points to an increasingly premium future over 2016-2021, with a CAGR of 3.6%, compared to 2.4% in the mass segment. China and the US are predicted to contribute 54% of the US\$20.3billion in absolute gains in premium beauty over the forecast period, with China expected to catch up with the US in terms of contribution to absolute gains, underpinning the potency of the Chinese market. This is more evident in discretionary categories, as greater value is delivered by premium brands. With premium color cosmetics anticipated to grow at a CAGR of 4.2% over 2016-2021 globally, the total category has the potential to overtake hair care as the second largest category beyond this forecast period, as the gap in value sales narrows. While global mass color cosmetics and skin care remain stronger than the premium segment, predicted to add US\$6 billion and US\$12 billion in absolute gains,



respectively, the key regions of North America and Western Europe reveal a healthier outlook for the premium segment. Potentially, mass skin care and color cosmetics may experience the same fate as mass fragrances, which is in decline in North America (-2.5% CAGR over 2016-2021), while in Western Europe, projections show a flat 0.1% CAGR over the same period. These regions are now premium-dominated in fragrances. The premiumization trend, prevalent in discretionary categories, is pushing mass brands in this direction, merely to survive in the marketplace, as more consumers seek the quality and product results associated with premium formulations.



North America was the largest regional segment of the organic personal care market in 2019, and is expected to continue leading over the forecast period, because of rising demand for safe and natural products. Over the past few years, companies have been introducing new and innovative products specifically designed to cater to the various consumer needs. Nevertheless, North America conquers in per capita expenditure in premium beauty, which is expected to top US\$90 by 2021. The region's premium beauty forecast predicts absolute gains over 2016-2021 amount to US\$5.8 billion, double the prospects in mass beauty, This makes North America ripe for the high-end prestige market such as personalized beauty, and upmarket small-batch niche labels. As



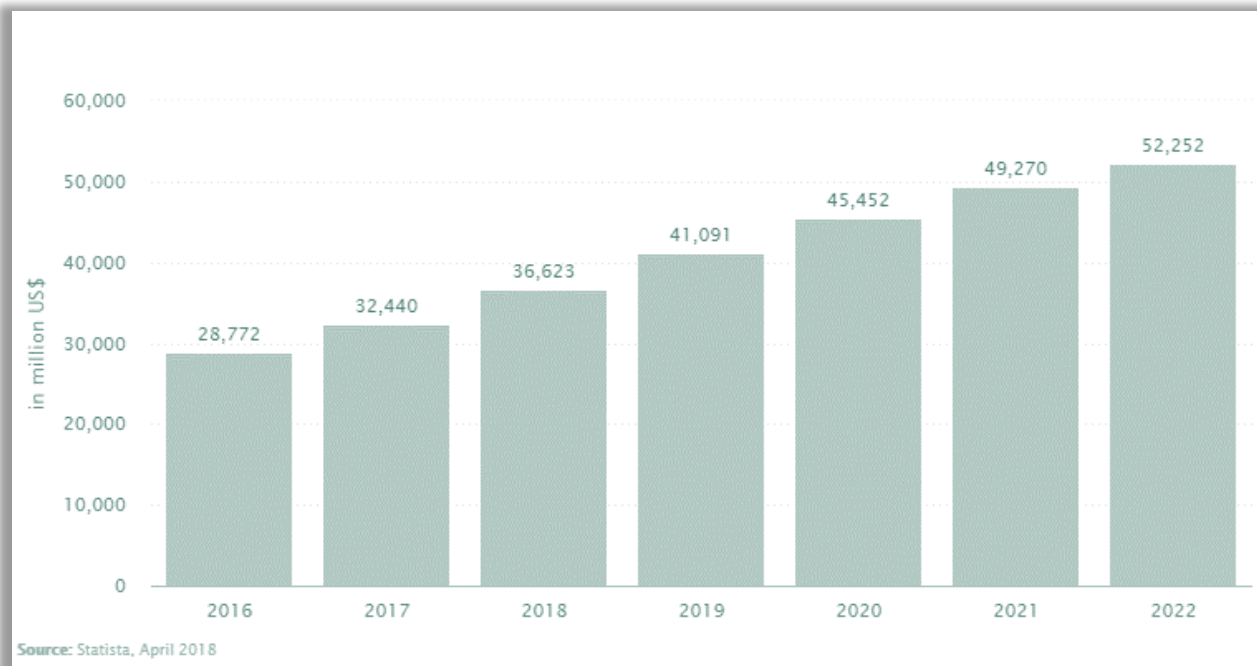


premium beauty becomes deeply embedded, the competitive challenge lies not in the product quality, but in making it distinct and as individualized as possible.

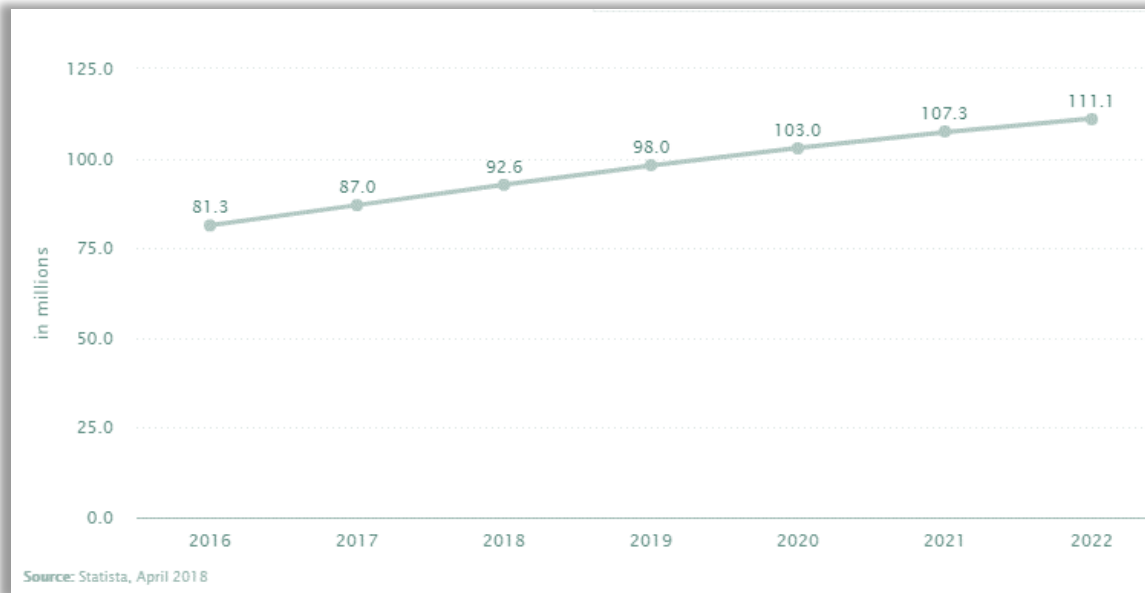
<http://blog.euromonitor.com/2017/05/reimagining-growth-in-the-global-beauty-industry.html>

### Personal Care and Beauty Market in the USA

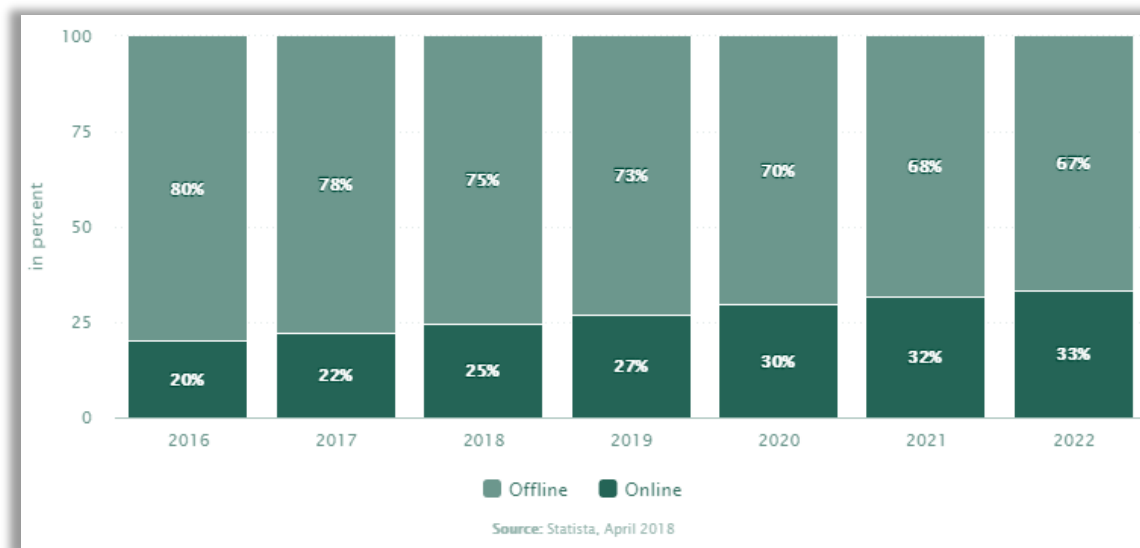
- ∞ Revenue in the Beauty & Personal Care market amounts to US\$80,448m in 2020. The market is expected to grow annually by 4.4% (CAGR 2020-2023).
- ∞ The market's largest segment is the segment Personal Care with a market volume of US\$37,788m in 2020.
- ∞ In global comparison, most revenue is generated in the United States (US\$80,448m in 2020).
- ∞ In relation to total population figures, per person revenues of US\$243.04 are generated in 2020.



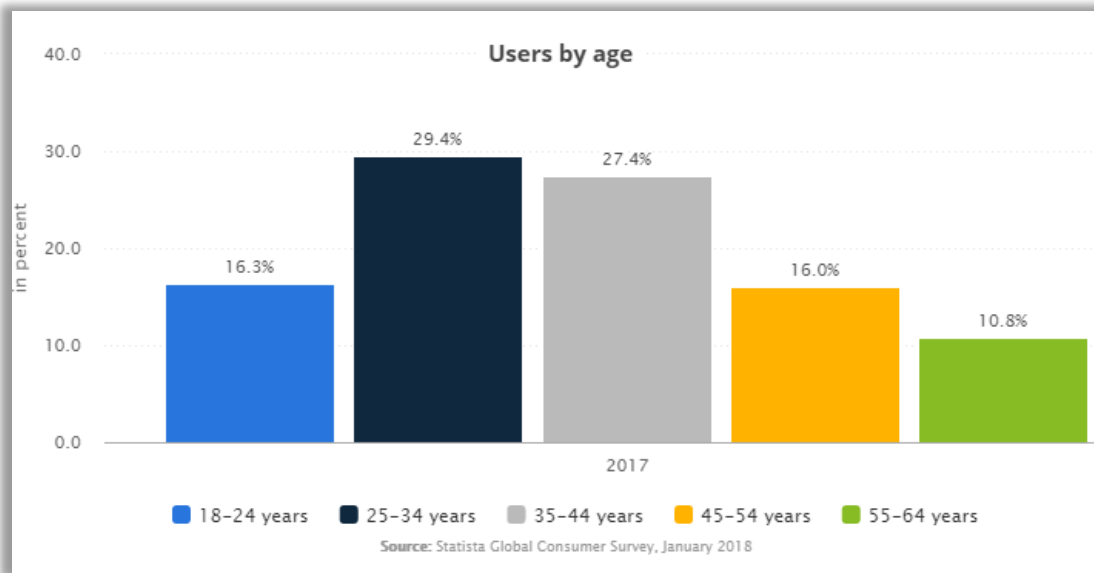
*The above figure shows the forecasted revenue development of the USA personal care market for each year.*



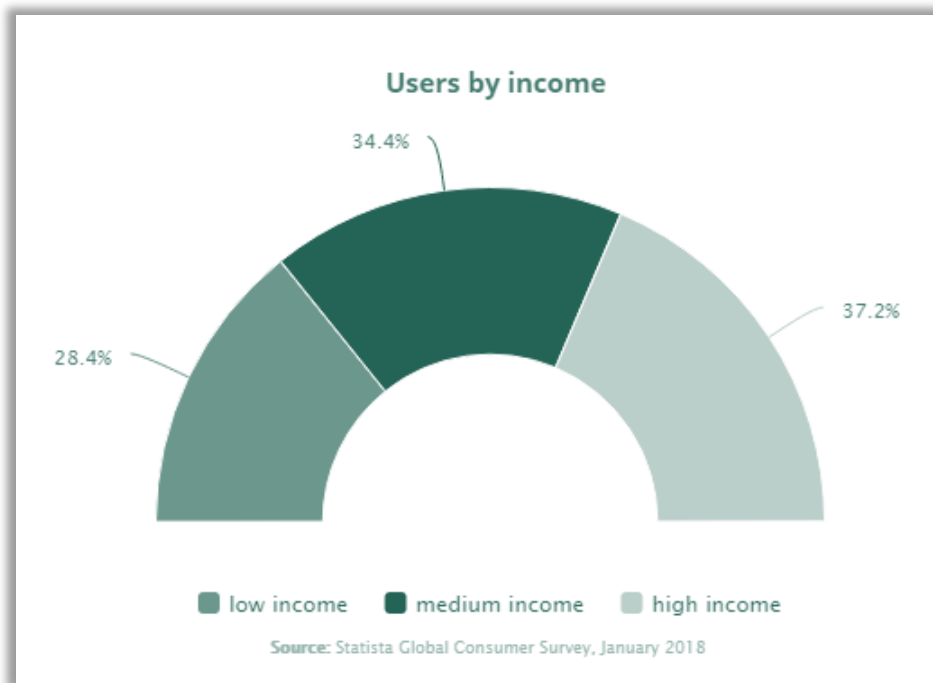
The above graph shows the number of active paying customers (or accounts) of the USA personal care market in millions for each year.



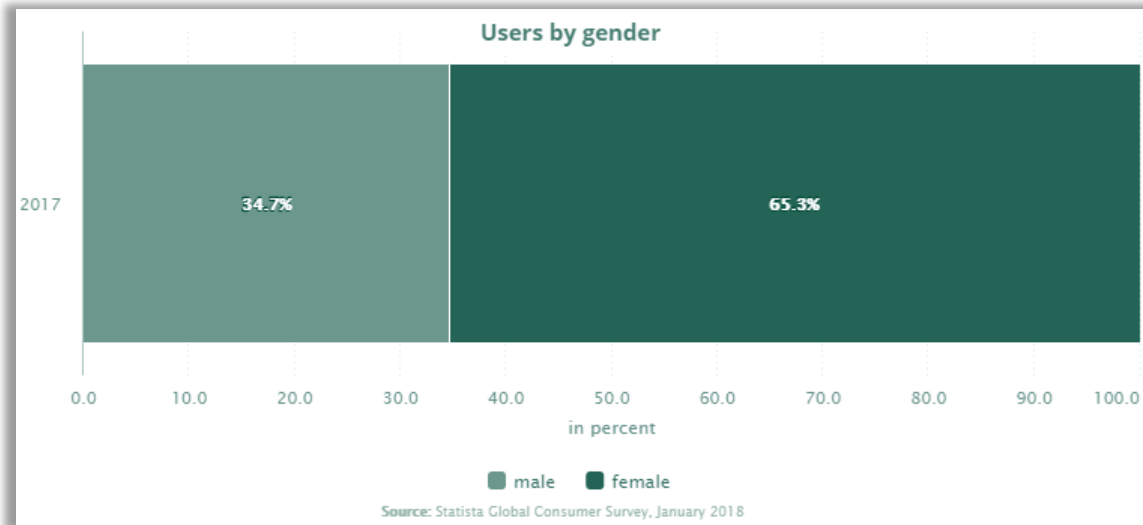
The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesales or mail-order (e.g. print catalogs)



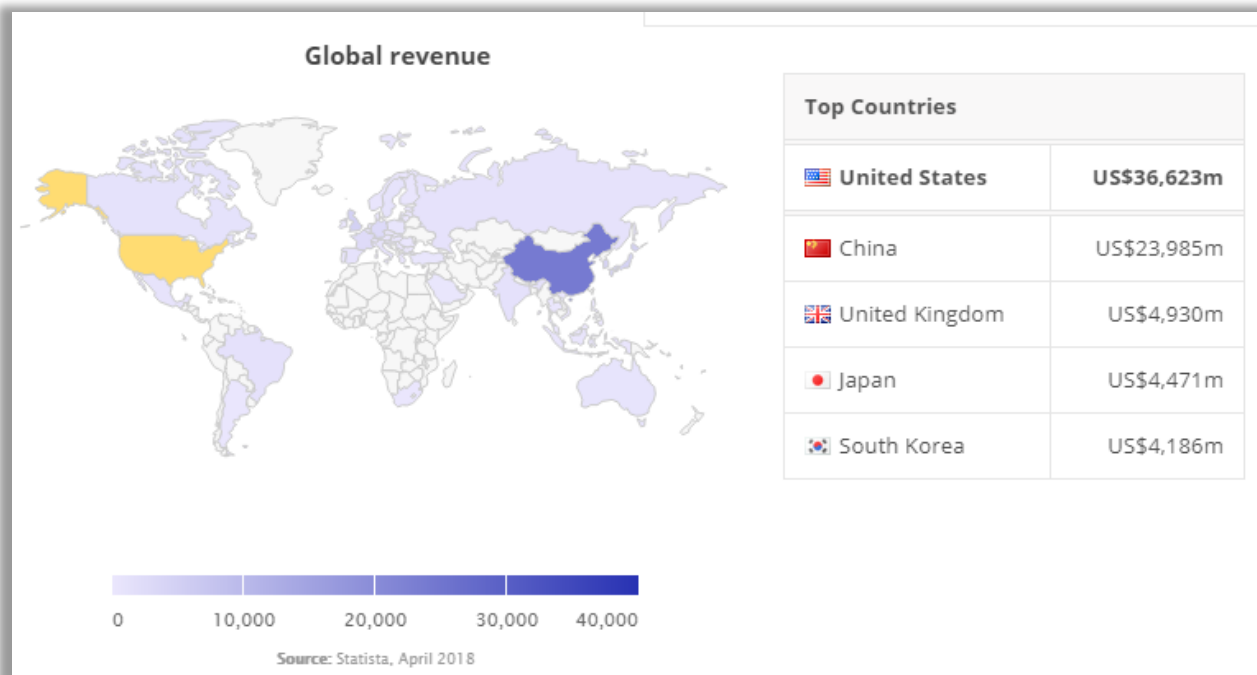
The Users by age graph shows the age distribution of users of the USA personal care market in age groups. The data is based on Statista's Global Consumer Survey.



The Users by income graph shows the income distribution of users of the USA personal care market in tertiles. The data is based on Statista's Global Consumer Survey. Values shown are only based on survey respondents who answered the question regarding their income.



The Users by gender graph shows the gender distribution of users of the USA personal care market. The data is based on Statista's Global Consumer Survey.



The above graph shows a comparison of revenues for the leading economies in the personal care market and year.

<https://www.statista.com/outlook/70000000/109/beauty-personal-care/usa#market-arpu>



Industry leaders include companies like Kimberly-Clark, Johnson & Johnson, Estee Lauder, Alberto-Culver, Avon, Colgate-Palmolive, L'Oreal, Parlux Fragrances, Proctor & Gamble and Revlon. Companies within the industry formulate, manufacture, market and sells a huge array of beauty and personal care products:

- ∞ Makeup, deodorant and nail products comprise 33% of health and beauty care industry revenue.
- ∞ Hair care products generate 25% of personal care product revenue, while and creams/lotions create 21%.
- ∞ Perfumes, mouthwashes, shaving preparations and other products make up the remaining revenue for beauty skin care product revenues.

<https://www.business.com/articles/beauty-and-personal-care-products-industry-overview/>

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## 4.2 Market Needs

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- ∞ Growing demand for organic products has resulted in an increase in their availability in supermarkets, malls, and drugstores. In addition, growth in online market where consumers can access a wide range of products from any part of the world has been a primary reason for increase in accessibility.
- ∞ Online stores also give consumers the opportunity to gain access to products that would otherwise not be available in local stores and malls, which has made them especially popular in emerging markets.
- ∞ The millennial group is aging; the younger generations have a significant impact on the beauty care industry. The young age tends to spend a high amount on the skincare, color cosmetics, and other personal care products for ensuring their appearance matching with their social media presence.
- ∞ The rises in social media, beauty specialist retailers and e-commerce have given the brands enormous opportunities for success. Demand for organic skincare care products is increasing due to the increasing purchasing power of millennial and significant players undertaking acquisitions and divestments to remain competitive.



Also, growing demand for the anti-aging products is propelling the growth of this market.

- ∞ Growing popularity of natural products is the key factor driving demand. Growth products' distribution channels in urban areas has made these products easily accessible to consumers.

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### 4.3 Market Trends and challenges

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- ∞ Skincare maintains the top billing in the global organic beauty market, and is expected to emerge the most attractive segment, closely followed by haircare. This means that natural and organic skincare, combined with organic haircare, will form half of the total global organic beauty market.
- ∞ The growth of the skincare products segment in the global natural and organic skin care products market is driven primarily by increasing demand for clean label products, coupled with increasing number of health conscious consumers globally.
- ∞ Owing to increasing popularity and consumer preference towards online retail channel for purchasing cosmetics and hair care products, the global market is expected to witness significant growth over the forecast period.
- ∞ Rising consumer awareness about toxic chemicals is anticipated to drive the market for premium and organic personal care products — 16% of heavy users of personal care products buy organic.
- ∞ Online purchases of personal care products have just a 3.1% share — roughly \$1.2 billion of the overall market – but the buying habits of Multicultural Millennial is expected to drive growth.
- ∞ Success of new distribution models by innovative start-ups like Dollar Shave Club, Lola, and Harry's are shaking up the field, but also prompting a spate of acquisitions in the industry.

<https://formulabotanica.com/global-organic-beauty-market-22bn-2024/>



## 4.4 Target Market Description

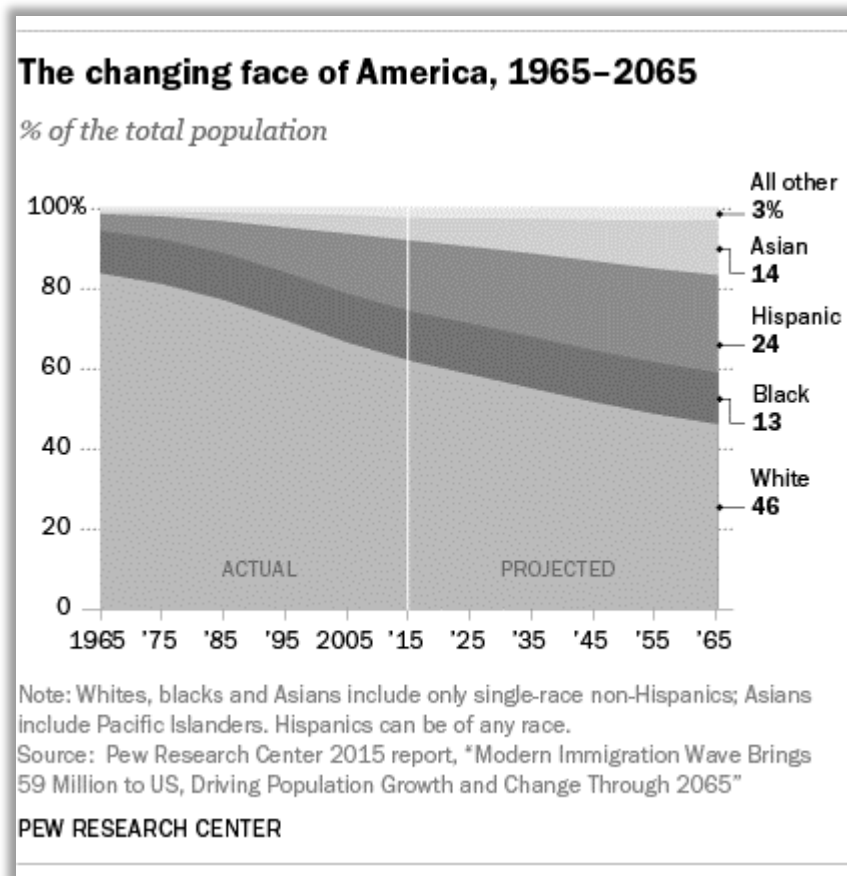
We will target 15 to 60 years old men and women. This age group includes Millennial, Generation X and Baby Boomers who reside in the USA. We will target our customers at national level. The detailed market is discussed below:

The target customers are men and women (aged 15-60) and with medium to high income. We primarily target female customers. The American beauty Industry has revealed the following demographic: 85% are female, 46% have some college degree, and 39% are college graduates, 63% are married, 32% have an annual income between \$45,000 and \$74,999, 40% have income above \$74, 999, and 26% have incomes below 45,000, 47% are between 34 and 52 years of age. There are currently over 109 million female consumers. Their buying power is estimated at \$4.4 trillion. Today, businesses owned by women generate over \$3.6 trillion in annual sales. Of the net increase in the workforce between 1992 and 2005, 62% are projected to be women. In retail, the female consumer is the primary decision maker in 85% of households. Women buy or influence the purchase of 80% of consumer goods. Their increasing educational attainment makes young women even more sophisticated and demanding consumers.

Today's female consumer is living a transactional life with multiple constituencies. Her life is on fast forward. In the last few years, the sales of anxiety drugs to this consumer have surpassed the sales of anti-depressants. Her definitions are shifting, blurring the lines between home and office; private and public; professional and casual; even male and female. Age has become irrelevant. Life stages are no longer defined cleanly by age. (A 44-year-old first-time mother has much in common with a 22-year-old first-time mother.) Links between generations and mindsets are becoming very spread out. Today's female consumer defines herself more by mindset or approach to life than by age. Parents and teens are often on parallel treadmills. The older segment is interested in staying young, and the younger segment is acting older.



Also, there has been a democratization of luxury. The upper-class family group is massive. More than eight million households have incomes above \$100,000. Luxury spending is growing four times faster than overall spending. Working women of all ages have more money, and they are spending it on personal luxuries. This is a reaction to the chaos of 24/7 consumerism. She will buy, but she wants more than just another product. She is not seeking empowerment--she is empowered. She is choosing to take better care of herself and others. She is looking for peace, solutions, and fulfillment. Purchasing has moved beyond price. The Price Value ratio has become more meaningful. She is seeking a "value-added" experience or product.



<http://www.pewresearch.org/fact-tank/2016/03/31/10-demographic-trends-that-are-shaping-the-u-s-and-the-world/>



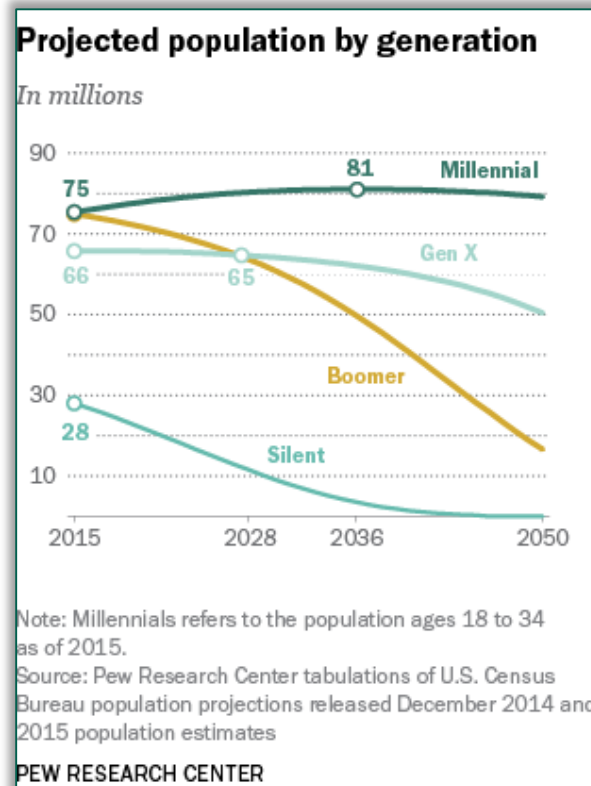


## Demographics of Millennial in the USA

Millennial has surpassed Baby Boomers as the nation's largest living generation, according to population estimates released this month by the U.S. Census Bureau. Millennial, whom we define as those ages 18-34 in 2015, now number 75.4 million, surpassing the 74.9 million Baby Boomers (ages 51-69). In addition, Generation X (ages 35-50 in 2015) is projected to pass the Boomers in population by 2028. The Millennial generation continues to grow as young immigrants expand its ranks. Boomers – whose generation was defined by the boom in U.S. births following World War II – are older and their numbers are

shrinking as the number of deaths among them exceeds the number of older immigrants arriving in the country. With immigration adding more numbers to its group than any other, the millennial population is projected to peak in 2036 at 81.1 million. After that the oldest Millennial will be at least 56 years of age and mortality is projected to outweigh net immigration. By 2050, there will be a projected 79.2 million Millennial.

<http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/>



- ∞ Millennials (18-34) comprise 24% of the US population (77 million individuals), on par with Boomers (1946-1964) and Gen Z (born 1995-present);
- ∞ The median income for younger Millennials is \$25k, while it's almost double that (\$48k) for older Millennials;
- ∞ Millennials account for 1 in every 5 same-sex couples;
- ∞ Only 21% of Millennials are married, while 42% of Boomers were married at their age;



- ∞ Almost 1 in 4 (23% to be exact) have a Bachelor’s degree or higher, making them the most educated generation (more demographic breakdowns of college graduates can be found here);
- ∞ Millennials are the most ethnically and racially diverse generation, with 19% being Hispanic, 14% African-American and 5% Asian;
- ∞ As for those Millennial mothers, some 36% of Millennial women have had children;
- ∞ About 2 in 3 Millennials are US-born;
- ∞ An impressive 38% of Millennials are bilingual, up from 22% in 2018

<http://www.marketingcharts.com/traditional/demographic-stats-about-us-millennials-40016/>

### Demographics of Generation X

For a few more years, Gen Xers are projected to remain the “middle child” of generations – caught between two larger generations of the Millennial and the Boomers. They are smaller than Millennial because the generational span of Gen X (16 years) is shorter than the Millennial (17 years). Also, the Gen Xers were born during a period when Americans had fewer children than later decades. When Gen Xers were born, births averaged around 3.4 million per year, compared with the 3.9 million annual rates during the 1980s and 1990s when Millennial was born.

Though the oldest Gen Xer is now 50, the Gen X population will still grow for a few more years. The Gen X population is projected to outnumber the Boomers in 2028 when there will be 64.6 million Gen Xers and 63.7 million Boomers. The Census Bureau projects that the Gen X population will peak at 65.8 million in 2018.

<http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/>

Gen X’s spending power is disproportionate to their numbers. In the United States, the 60 million members of Generation X constitute 25 percent of all adults—in sheer numbers, they’re the third-largest generation (after boomers and millennial). But Gen X has more

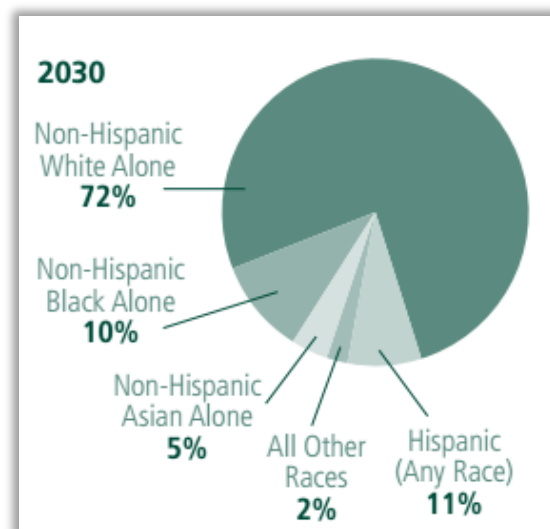
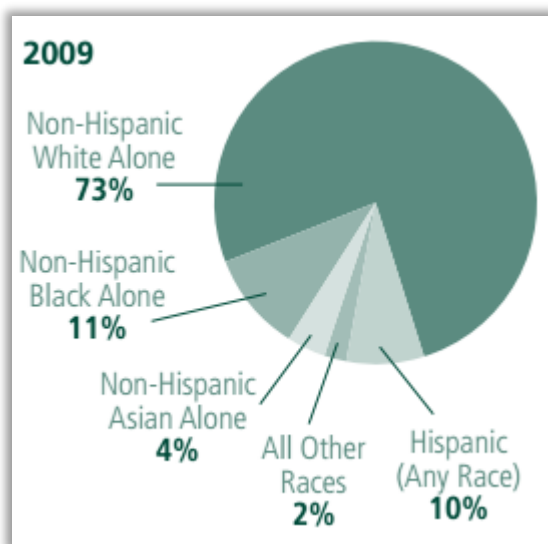


spending power than any other generation, with 29 percent of estimated net worth dollars and 31 percent of total income dollars

<https://www.americanexpress.com/us/small-business/openforum/articles/gen-x-how-to-market-to-the-forgotten-generation/>

### Demographics of Baby Bombers

- ∞ The population born between 1946 and 1964 is commonly referred to as the Baby Boom generation
- ∞ Distinguishable by a dramatic increase in birth rates following World War II, Baby Boomers now comprise what is seen as one of the largest generations in U.S. history
- ∞ In 2006, Baby Boomers were ages 42 to 60



*\*Percentages may not total 100% due to rounding*

Source: U.S. Census Bureau, National Population Estimates & Projections

<https://www.metlife.com/assets/cao/mmi/publications/Profiles/mmi-older-boomer-demographic-profile.pdf>

## 4.5 Competitive Analysis

As we are an online retailer with multiple products and services, so we have no direct competitor in the local market. But, in USA, our indirect competitors would be Atolla, PureVeda Organics, karigran, Proven Skincare, and The Spoiled Bee.

	Atolla	karigran	PureVeda Organics	Proven Skincare	The Spoiled Bee
<b>About Company</b>	Atolla is an MIT-born, NY-based brand building a skin health platform by simplifying skin science.	Eco-luxe and simple skin care solution made from wild harvested, organic and non-GMO ingredients in Seattle.	PuraVeda Organics is a small, woman owned USA based company. Offers non-toxic Organic & Ayurvedic Skin, Hair & Personal care products.	AI-driven, science enabled, personalized skincare begins with 3-minute. Skin concerns from over 21,483 in database.	The Spoiled Bee offers ready-made 100% Natural & Sustainable DIY Ingredients, Accessories and Tutorials.
<b>Price</b>	\$45	\$10 to \$175	\$20 to \$50	\$145	\$8 to \$50
<b>Benefits/ Features</b>	Atolla applies the scientific method to skincare. Serums match with skin types.	Cleansing Oil, Hydrating Tonic, Essential Serum, Three Sixty Five SPF 28 sunscreen, Lip Whip and non-toxic mineral makeup.	Vegan, organic sun care and skin care USDA Organic Standards for 100% purity	Cruelty Free 94% saw softer skin 87% saw smoother skin 81% saw brighter complexion	Free of any harsh chemicals, 100% cruelty free, never tested on animals, environmentally friendly and ethical



<b>Size/ Profitability</b>	Able to achieve more growth via retail chains and in emerging new markets	Online and retail chain store generating high profit	High revenue generated company	Machine learning and artificial intelligence used for skincare	Able to achieve significantly more brand recognition via influencers and social media advertising
<b>Market strategy</b>	Heavy influencer and online/Google marketing/ads.	High social media campaigns and Influencer marketing	Social media advertising Retail chains and in emerging new markets	High influencer marketing Social media awareness	Sales are based on the likeability and reputation of
<b>Business Website</b>	<a href="http://www.atolla.co">www.atolla.co</a>	<a href="http://www.karigran.com">www.karigran.com</a>	<a href="http://www.puravedaorganics.com">www.puravedaorganics.com</a>	<a href="http://www.provenskincare.com">www.provenskincare.com</a>	<a href="http://www.thespoiledbee.com">www.thespoiledbee.com</a>

*Competitor Data Collection Plan*

## 5.0 STRATEGY AND IMPLEMENTATION SUMMARY

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### 5.1 Competitive Edge

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- Our competitive edge will be sphere of influence, as we are an online retailer with multiple products and services, so we have no direct competitor in the local market
- Will be taking advantage of the concern over environmental, climate change, skin cancer and free radicals. Not much competition in the online market yet
- At Laurel, we believe that health and wellness are the keys to overcoming the obstacles life throws at us. Our principles are simple - we are respectful of nature; kind to our bodies; and always aim to educate our customers.
- We are offering eco-friendly, plant based and organic products that are good for skin, and the environment
- We seek an alternative to the unpronounceable ingredients and chemical additives that claim to benefit our skin.
- We offer a curated, hand-crafted collection of made-to-order skincare selections that nourish with the power of nature.
- All of our products are SPF and FDA approvals are taken care of by the manufacturer
- We are trying to be unique by striving to focus on the things that we can control, simple things such as customer service, communication, and caring
- We operate via multiple channels and thus have multiple streams of revenue
- We value their money and provide value-added services that are highly affordable by masses
- We have the ability to scale depending upon the demand
- We bring customers' dreams to reality and help them achieve personal targets
- We are a team of professional, dedicated workforce, offering quality workout and exceptional service



## 5.2 Target Market Segmentation Strategy

Our target customers will be females and males aged 15 to 60 years old, concerned about their skin, the environment, health and switching to vegan and organic products, in which sales are increasing at a staggering rate. Our prices will be competitive to match the market, but in line with similar brands and products already being sold. Our target market will increase once we sell our product to consumers through our retail shop.

Laurel Products target customer groups are:

We will target women segment at our first preference and generate 60% of our revenue from this as we have a wide range of services to serve. Then secondly, we will target men and produce 40% of our revenue from this segment. We will target these segments through Heavy influencer, Google marketing and compact marketing channels that will help us effectively deliver our message.

- **Demographic:** Age group: 15 to 60 years old; Gender: Males and Females; Race: ALL; Religion: ALL; Income: Medium to Upper Class
- **Geographic:** Targeting customers residing in the USA
- **Psychographic:** Our prime target market includes wellness and health conscious customers who are environmentally responsible. They have sensitive and dry skin. For these customers, personal looks are more important than money.
- **Behavioral:** Health and beauty conscious

We will target all the above segments by offering high-quality organic skin care product. With the development team that we have created, we will help brands to expand, potentiate marketing effort, and improve their customer service experience. We will look for new opportunities and innovative ways of utilizing them. We will rely on social media marketing technique, innovative technology such as SEO, affordable price, impressive design and promotional tools to boost sales in the long run. We have eliminated overhead expenditure. We will pass on these benefits to customers too.



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## 5.3 Marketing Plan

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We will implement the following marketing plan:

### Business Website

A business website serves as the most important tool for marketing. It will bring our clients in contact with us and serve as the advertising board for our offerings. Very cost-effective, it will reach millions of clients nationally and internationally. Its content will reflect our business image in the market. Our marketing strategy will lead the contents displayed here.

### Google Marketing

In the regions, Google leads the search landscape. Over 95% of Americans web searches run through Google. For our online retail shop to be searchable, we will use Google services. Google is the best place to start business. So, we will gain the entire Google network access to set up over restaurant.

This means visibility of our restaurant on:

- ∞ Google+
- ∞ Google search
- ∞ Google Map
- ∞ YouTube

Our online presence needs to be more than a simple Google profile and a pin on Maps. It also needs to be active. We will be able to use Google analytics, Adwords and webmaster tools to increase our online performance. We will update our trading hours, location, contact detail and web address on Google.

### SEO (Search Engine Optimization)

The SEO strategy is two-fold: links and content. Specific to links, our campaigns will be focused on outreach that attracts 10+ links from high quality sites every month, sites with a domain authority higher than 30. Specific to content, we will regularly provide updated





content to the website. This will show Google that we are providing valuable, readable content and as a result brand us as an authority and reward us with higher rankings.

## Social Media Channels

Which social media shall be the most heavily used for marketing is a million dollar question. It depends on our target market. No matter which channel our marketing department decides to go, we have to be patient with it and stick to it as it takes some time to attain desired results. We came to know that this marketing strategy would work the best when integrated with various other marketing tactics.



### Facebook

Our main social channel is Facebook. Our secondary channels are Twitter, LinkedIn, and Google+ pages (for each office).

- Target Audience on Facebook: 15-45 year old males and females.
- Goal: Create a new persona that gets us;
- More engagement with more followers (10,000+ Facebook fans by end of the year)
- Get media exposure for social media success

## Usage

- ∞ Building our brand;
- ∞ Making an emotional connection with our audience;
- ∞ Gain trust;
- ∞ A show we are experts in what we do and confident about it.

## Sales which will come from Facebook.

We will use pixlr for boosting our brand sales with tabs for Canvas and Facebook video ads in the collection format.

- ∞ Higher return on ad spend than previous digital campaigns
- ∞ Higher click-through rate than previous digital campaigns
- ∞ Increase in reach (over campaign goal)



## How do make-up and facial skin care shoppers discover online?



of make-up shoppers discover products online



of make-up shoppers discover products on mobile



of facial skin care shoppers discover products online



of facial skin care shoppers discover products on mobile



### Instagram

Instagram leverages businesses by providing a visual touch to them. The viral use of Instagram is for uploading pictures to engage with your friends, family, and customers. Instagram is the perfect platform for capturing everyday moments. Businesses have got behind this trend, as have the influencers who have intentionally become the best advocates of businesses.

What's more, it is a platform, which is much utilized by businesses who want the users themselves to create content, generating confidence among other users. We will use relevant hash-tag strategies to optimize our content to help our customers find us easily. Through hashtags, we will guide our customers to reach us by providing directions like #Laurel\_Products. We will upload hash-tag contents related to our business, our products, and benefits to our clients.



### YouTube

YouTube has always been a source of entertaining content, but it's also staking its claim as an essential tool for marketers. In fact, nearly half of all marketers (48%) plan to add YouTube to their marketing strategy over the next 12 months. Not only is our audience on YouTube, but as the Internet's second largest search engine, YouTube can help improve our



SEO and overall brand presence. YouTube allows us to present unique content that's easy for viewers to consume and share.



### Pinterest

Pinterest provides an opportunity to adopt standardized social media networking by offering content sharing services that include sharing pictures, uploading videos and other social activities. We will design a business profile on this platform. We will use tweaking techniques by adding a strong geographic focus to create high visibility of the business to our customers that will increase their interest in our locale. We will use the marketing tools of Pinterest like image creating tool, website tool, scheduling tool etc. to streamline the ways to capture a large audience.



### Twitter

There is nothing more effective at attracting a person's attention than a good title accompanied by an engaging picture. Twitter is the perfect channel to do this. Contests based on the use of hashtags, retweets and favorites are an undeniable trend. Twitter is a social media platform that is quite popular among adults and individuals under the age of 50. 23% of all the internet users have Twitter accounts. We will create an account for our business under the name Laurel Products on Twitter. It will provide our customers with an opportunity to get information about our business. We will provide information about our business, what we offer, our unique products features and many more. We will increase the number of our followers that will turn to our clients later on.



Customers today look for reviews about a product or a service before even stepping foot in the business' door. Yelp platform is considered the best for taking reviews of business before engaging in business with them. This is a platform where our business needs to be. We will update our business profile through valuable reviews of our customers about their experience with the business. In order to fare well the business, we will take advantage of yelp. We will respond to all the positive and negative reviews from our customers to highlight our exemplary customer service. We will not consider any negative review a bad sign to the business instead; we will take it as an opportunity to show our potential customers our extraordinary customer services.



LinkedIn is not just a place for personal promotion and career networking — businesses can do a lot on the professional network. LinkedIn resembles Facebook, but with a targeted audience that companies can take advantage of. The best part: many of the solutions for increasing the presence of our business on LinkedIn are free and easy to use. We will create an account on LinkedIn and add as much as people add in our profile. We will upload information about our business and upload contents related to our products. We will also deliver messages to people and tell them about our services. Through this, they will be interested in our company.

## **Influencer Marketing**

Influencer marketing is a strategy that identifies people who have a strong influence on a brand's industry or target audience. In an influencer marketing strategy, a brand forms a partnership with the influencer wherein the influencer agrees to expose their audience to the brand's messaging or content.

- ∞ When it comes to millennials, only 1% of them trust advertisements. However, 33% of them trust blog reviews for their purchases.



- ∞ Around 40% of people reported that they purchased a product online after seeing it used by an influencer on YouTube, Instagram, or Twitter.
- ∞ 71% of influencers believe that it's an honest and authentic voice that keeps their audience engaged.
- ∞ According to a study by Tomoson, influencer marketing yields a \$6.50 return on investment for every dollar spent.

We will use this marketing strategy to boost our business sales.

### **Fliers, Leaflets**

It is again a low cost, famous and efficient way. It will aid in spreading word about our offerings at fast pace. We shall also consider door drops in the areas where concentration of our targeted consumers is high. We will get them printed in a very elegant manner. Only relevant information with detailed contact addresses and phone numbers shall be provided.

### **Free Sales**

Free sales are a very effective marketing strategy as they give our potential customers a hands-on trial on the products or let them experience our service. Free sales don't require any sale efforts or formal strategies. During introductory/initial stage of the business we will provide free sales. This will provide an experience of our product to our customer.

### **Word of Mouth**

We will consider this as most successful marketing tool for our business because the recommendation from satisfied customers can easily attract new customers. It is also considered as a form of referral marketing but is not initiated and directed by a business. In this case, there is no incentive or reward offered to speak about our business. Word of mouth endorsements cut through the noise quickly and effectively. When consumers conduct more research, seek more opinions, and deliberate longer than they otherwise would, word-of-mouth endorsements become increasingly important to the final decision.



## Message Synergy

To enhance our brand online and in the community, the effort to marry a positive message across our channels; radio, web, social, and internal, and work together with a cohesive messaging campaign. The goal of any message is to be thought of first through creating likeability and make it convenient for people to contact you. Every member of our team is an integrated component of our company's foundation and values, without which success eludes us. Our team needs to believe and function through the community that we want to advocate not for the crime people have been charged with, but advocate for the person.

## Direct Mailing Program

When targeting clients, we believe this strategy gives us absolute control over the presentation of our marketing message. It provides us an opportunity to close the deal right then. It is not only cost-efficient but can achieve quite a level of personalization and customization as well. When clients open it for a minute or so, it will receive their undivided attention.

## Sponsorships

Marketers regard a sponsorship as a fast-growing marketing strategy, which increases visibility, and helps build a firm reputation and brand image. It will erect for us what is needed the most and what is the credibility of our services. It will generate a goodwill, which cannot be easily copied by our competitors. We will try to use university events for sponsorships to defray surging costs.

## Online Campaigns

Online campaigns (also known by the name of online activism, digital campaigning, cyber activism and e-campaigning) employ blogs, social networks, mobile tools, emails, marketing databases, podcasts and websites to name a few. Blogs are never dead. They heavily occupy the World Wide Web. We shall ensure that our website is secured and backed up regularly. We will test run every path and link before launching it. With the help of social media, we will



go where our customers are. By applying Google analytics, our campaign manager will be well informed that who is accessing our website and when and from where. Customization and personalization are exceptionally made easy using digital channels. We will gain the edge by resorting to well written personalized content.

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## 5.4 Customer Discovery, Acquisition & Retention Plan

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We believe that customers and markets keep evolving continuously. This makes us believe that there is a dire need to keep on learning the market dynamics and customer behavior, which are bound to keep changing. We believe that to achieve our mission, we need to keep our understanding of our customers most up to date and keep on discovering more potential customers in the versatile market.

- ∞ A strong customer relations and feedback system will be kept in action 24/7 to be able to address every minor and major issue or concern raised by a customer.
- ∞ Customer experience and satisfaction will be our top priority even if it costs us time, money & effort.
- ∞ We will focus the most on customer experience with us because this is what we are all about.
- ∞ Our formula to retain customers will be twofold:
  - Add value in our services hence giving them valuable experiences
  - Listen to every noise and take pride in addressing it till they are happy

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## 5.5 Sustainability and Expansion Strategy

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The future of a business lies in the number of loyal customers that they have the capacity and competence of the employees, their investment strategy, and the business structure. If all of these factors are missing from a business, then it will not be too long before the business close. We know that one of the ways of gaining approval and winning customers over is to offer our professional services a little bit cheaper than what is obtainable in the market, and we are well prepared to survive on the lower profit margin for a while. Laurel Products will make sure that the right foundation, structures, and processes are put in place



to ensure that our staff welfare is well taken of. Our company is designed to drive our business to greater heights, and training and retraining of our workforce are at the top burner of our business strategy.

The company's strategies shall utilize the following elements:

- ∞ Leverage - Gained overtime through professionalism and impact on users' expectation.
- ∞ Communication – Develop mechanisms to address the customer's feedback.
- ∞ Efficiency – Design the best of operational structure for mutually beneficial relationships with customers.
- ∞ Risk Management – Identify potential risk to prevent service disruption and provide solutions to minimize interruptions.
- ∞ Continuous Improvement – Engage in constant review of operations while striving to assist customers most professionally.
- ∞ Collaboration - Develop a business relationship with key players in the industry and maximize opportunities to drive growth.





## 6.0 Operational Plan

This section explains the daily operation of Laurel Products, including location, equipment, personnel and processes.

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### 6.1 Production

Laurel Products will be produced and sold online for at least 1 year. We will be selling eco-friendly/vegan products of natural/organic origin as much as possible.

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### 6.2 Quality control

Laurel Products is a cruelty-free brand. We will assure that no animal testing occurs at any point in production. Each of our launch product would first require a testing period with a proof of positive results. This enhances marketability and a Product's attainment of FDA approvals

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### 6.3 Location

Laurel Products is an E-commerce/online business. Our targeted region is the USA.

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### 6.4 Legal environment

The type of legal our business will need in are listed below:

- ∞ Laurel Products will be in the process of applying for trademarks, copyrights or patents
- ∞ Insurance coverage will be researched further in regards to online goods

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### 6.5 Research and Development

The research and development department of our company is well established. The department continuously working with current market trends in organic skincare products and suggest improvement areas in our products.



## 7.0 SWOT Analysis

The following analysis highlights the internal strengths and weaknesses of our organization and the opportunities and threats facing the business in our external environment. We must work to improve our areas of weaknesses. Business strengths must be leveraged in order to capitalize on external opportunities as they arise and contingency plans have been formulated in order to deal with threats presented by the environment.

	Strengths	Weaknesses	Opportunities	Threats
Product/ Service Offering	Our ingredients are not “fake” vegan or organic. All our products are FDA approved.	Not a known brand, customer trust still needs to be built	The vegan and organic market is fairly new so there is extensive room to grow as the industry expands	New brands emerging every day. Also, larger, well-known brands, now produce vegan/organic products
Brand/ Marketing	Fun, memorable name will help catapult us into the market	With our budget, we are limited to where and when we can spend	Open to wider selection of companies vying for new customers	Our product may get lost amongst others if we don’t make an impact
Staff/HR	New staff will grow with the business	No one has been hired as yet	Able to hire people that are eager to help a new brand	Other large brands are able to entice more qualified staff
Finance	As a startup, there is more room to learn and budget	Maybe not enough capital to have brand endorsements	People show interest to invest in new brands with a great concept	Not knowing where or how other brands have budgeted



	Strengths	Weaknesses	Opportunities	Threats
Operations/ Management	Able to start from the ground up when it comes to hiring staff	Not sure of anyone's capabilities as yet	Great opportunity for staff to bond as a team for a new brand	Other brands have a head start in terms of efficiency and longevity
Market	People are always eager to try new products	We are still new in the market so brand reputability is on the line	Our logo is clean and visually appealing	Laurel Products may get lost in the many choices consumers have to choose





## 8.0 Sustainability plan

### 8.1 Environmental/ Resource Impacts

#### Risks and Constraints

- ∞ High Inflation rates may affect the demand and supply of our products in selected regions
- ∞ Frequent climate changes are the primary factor of the organic skincare industry
- ∞ Low bargaining powers of the customers
- ∞ Huge capital investment needed to enter international markets
- ∞ Economic of scale due to the high investment
- ∞ Rivalry among competitors in the skincare industry

#### Strategies

It is stated that the market is highly homogeneous. After analyzing the market opportunity and threats, it is suggested that the company can increase its Return on Equity (ROE) and Return on capital invested (ROCI) by introducing innovation and improvement in our products.



