Business proposal

1.What my company is going to make? Cosmetics

Detail :

Two series product-line will be launched.

One is facial products (creams, lotions, foundations … etc.).

The other is body products. (Body lotions and massage oils)

Materials: produced and imported from France, which is well known with its fragrance.

Bottle design and the formula will be designed by myself as I have a profesional background knowledge of chemistry, pharmacy, perfumer and also skin physiology

2.What’s new about what I am making?

Reason: Under the same price conditions, Taiwanese people prefer to use products imported from Europe and the United States instead of OEMs produced in Taiwan.

The price will be designed to be affordable but the products possess the same quality as the grand cosmetics brands such as chanel, estee lauder…

3.What substitutes people resort to because they do not exist yet

For example, I will design products that is not a burden for the skin and also good smelling. Most products in the industry seldom have good product efficacy and fragrance at the same time.

In addition, a non-greasy massage oil that can be used by the general public and pregnant women will be launched as well.

4.My competitors: Mainly be the small corporations that target on customers who go to the private salon often.

5.How will I make money?

I want to design an immersive experience launched event . The event will take place in a high-end hotel venue, which also has actual skin care experience. This allows customers to feel that their privacy is protected and every guest has a sense of honor and high-level treatment.

On the other side of the venue, I will also display products at the same time. When customers enjoy a complete experience, they will have the desire to further use and purchase the products during that good experience.

6. How will I promote this event beforehand?

Since we are still a small company that is not well-known, I will first promote it through Facebook, Instagram and other social groups, and accumulate consumer feedback through market application in advance to increase the novelty of consumers who like to try new things.

My main costs will be in raw materials, advertising and import duties. As for the appearance and the product itself, I have the ability to design it myself. I can attract consumers to experience it at a lower cost than other companies. The initial immersive experience does not have too many products, just like making a small product. Experiment, and once this small experiment is successful, I will launch new products every once in a while to prevent consumers from losing the novelty.

7.How much I could make?

Because I am a relatively conservative person, I would like to start with a small amount of 1 million and then slowly expand the business scale.