

InstaMan: A Men's cosmetic care brand

Introducing a revolutionary concept in men's functional cosmetics and personal care.



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The Problem: Male Focused Beauty and Functional Cosmetic Category

Men face underconfidence and insecure due to skin issues like dark circles, blemishes, uneven skin tone, sun damage, under eye spots and more. However there is a gap in the market which primarily designed on skincare and functional appearance & enhancements of Men skin in a ready and easy to go format.



The Solution: Functional Men Skincare and Cosmetics category

InstaMan offers a discreet and effective skincare line tailored specifically for men, addressing common concerns such as dark circles, acne, uneven skin tone and other underlying skin traits of men. Our products are designed to empower men to improve their appearance confidently and gives instant natural looks



Consi stick

Apply on to hide acne, blemish spots
3 natural shades



Tinted Moisturizer

Nourishes the skin and hide the dullness, complexions, spots
3 natural shades



SPF Sun screen

It offers broad spectrum protection that blocks harmful UVA + UVB rays, while keeping your skin fresh and hydrated



Eye Roller

brighten, nourish and invigorate the soft skin around your eyes



Anti Shine powder

Oily, sweaty, shiny skin instantly turns to matte, fresh-looking, natural skin with Anti-Shine Powder



Pimple patch

Pimple Patches radically reduce the time it takes to heal zits, pimples and blemishes by removing the dirt and bacteria under your skin



Advance Lip Balm

ALB helps in nourishing, soothing, hydrating... everything lips need to keep themselves happy



Cleansers

knekd
Designed to work on normal accumulation of dirt and oils, makeup, sunscreen, remains of pollution, and dead skin cells on Face



Serums

Designed carefully to improve the skin tone, nourishment and protection of the skin



Facepack

A ready to use quick hydrating sheet Face mask can help minimize pores and control oil.



Korean Glass skin BB

This glow giving essence sinks instantly into skin for a refreshing hit of moisture that helps improve skin elasticity



Combo Kit

A kit that includes Consi stick, tinted moist, cleansers and Bronzer



Grey Hair Fix powder

A powder that is designed to quick fix over the grey/white hair turn into chosen colors
2 different shades



Target audience: Men's cosmetic and personal care market

1 Underrepresented Market

The men's personal care segment presents a significant untapped opportunity.

2 Increasing Demand

Rising trends indicate a growing interest in high-quality cosmetic products among men.

3 Shift in Perception

There's a cultural shift toward greater self-care and grooming among men.

Innovative and unique features

Advanced Formulas

New products will feature cutting-edge, science-backed ingredients.

Incorporating specialized formulations for various skin types and concerns.

Sleek, Masculine Packaging

Design reflects the modern aesthetic preferences of the target market.

Multi-Functional Products

Offering versatile solutions that streamline men's grooming routines.



Market analysis: Competitor landscape and market trends

1

Rising Competition and Market opportunity

New and established brands are increasingly targeting the male cosmetic sector. Global Projected Market Size of Male grooming category in 2030 would be around \$130B

2

Consumer Preferences

Shift toward natural and sustainable and Content oriented products aligns with the brand's direction.

3

Distribution Channels

Analysis of current distribution channels reveals potential expansion opportunities.

Marketing strategy: Positioning and target market segmentation

Ad

Precise Targeting
Strategic segmentation to appeal to specific demographics and psychographics of a target Audience



Brand Positioning
Emphasizing the brand's modern, trend-setting image and unique value proposition with a right set of Content delivery approach



Community Engagement

Building an involved community through social media and interactive marketing campaigns.

INFLUENCER MARKETING



Sales and distribution: Channels and partnerships

Strategic Partnerships

Collaborating with Influencer/ micro content creators and online platforms to reach a wider audience.

Direct-to-Consumer Model

Implementing an efficient online sales infrastructure to enhance direct customer relationships.

Localized Presence

Exploring the potential for exclusive product placements in Men Salons and Super markets

Financial projections: Revenue model and growth potential(Aprox)

3X

Triple Revenue Growth

Forecasting substantial revenue expansion within the first three years.

ROI 5x

High ROI

Anticipating a significant return on investment within a reasonable time frame.

10+

Market places

There's potential for widespread market penetration in over 10+ market places and across country



Call to action Requirements



Implementation Plan

Detailed approach to executing the product launch and brand establishment, Work on MVP and find Product Market fit.



Feedback Mechanism

Developing systems to gather and analyze customer feedback for continuous improvement.



Mentorship

Looking for a Mentorship to get guidance and move forward with the right strategical approach by getting knowledge of experience.

