



Basic Details

CODE Sunscreen Gel Creme

CategoryBeauty
:
&
Health

Selling Price : 315

Sub- Skincare
Category
:

Discount : 283.5

Initial Qauntity :

Profit : 10



Success ration

Description: The Wild Stone CODE Sunscreen Gel Creme is a versatile, dermatologically tested product suitable for all skin types. It offers broad-spectrum protection with SPF 30, making it ideal for daily use, particularly during summer and festive seasons.

Other Images



Textual Analysis

Pros of CODE Sunscreen Gel Creme

- **Broad Market Appeal:** The product is suitable for all skin types, including sensitive skin, making it a versatile option for a wide range of customers.
- **High Profit Margins:** The product offers a gross margin of around 50%, with 22% allocated to marketing, ensuring profitability.

Cons of CODE Sunscreen Gel Creme

- **Competition:** Sunscreen is a competitive market, and the product's unique selling points may need strong marketing to stand out.
- **Seasonal Dependency:** Sales are primarily driven by summer holidays and festive seasons, which could lead to fluctuations in demand during off-peak times.

- Dermatologically Tested: The sunscreen is dermatologically tested, which enhances consumer trust and can boost sales.
- Seasonal Sales Boost: The product has strong sales during summer and festive seasons, aligning well with peak retail periods.
- Price Sensitivity: The retail price, while competitive, may still be a consideration for price-sensitive customers, especially if similar products are available at lower prices.

Overall Conclusion

The Wild Stone CODE Sunscreen Gel Creme offers a high-margin, dermatologically tested product suitable for all skin types, with peak sales during summer and festive seasons. However, it faces strong market competition and has seasonal sales dependencies, which could impact overall sales performance during off-peak periods.