**Situation statement:**

ORRA is a local online brand that has been operating for two years, primarily selling basic clothing items such as shirts and pants. The company decided to expand its offerings to include sportswear, shorts, pajamas, and skincare products. However, this new line has struggled to generate sales due to a combination of poor marketing strategies and low-quality skincare products.

**Target Audience:** ORRA’s new line aims to attract young professionals and active individuals who are looking for affordable, stylish sportswear and skincare solutions.

**Needs:**

**Poor Sales:** Failure to meet sales targets for the new product line.

**Low-quality Skincare Products:** Customer dissatisfaction due to subpar product quality.

**Inability to Attract New Customers:** Ineffective marketing strategies have resulted in weak customer acquisition and limited brand awareness.

Competitors offering superior marketing strategies and higher-quality skincare products are gaining more market share, making it difficult for ORRA to establish itself in this segment.

Despite these needs, the demand for affordable, high-quality sportswear and skincare products is growing, especially among ORRA's target market. By addressing these issues, ORRA has the potential to differentiate itself and capture a larger share of the market.

**Impact:**

**Enhanced Customer Experience**: By improving the quality of skincare products and expanding the clothing line, customers will have access to a wider variety of high-quality products that meet their daily needs.

**Customer Loyalty and Satisfaction**: Offering products at reasonable prices will increase customer satisfaction and foster loyalty, as they will see value in both the product range and the quality.

**Broader Product Selection**: Customers will benefit from a more diverse collection of both clothing and skincare, ensuring they have a one-stop shop for everyday essentials.

**Effect:**

**Increased Sales and Profit**: With stronger marketing strategies and improved product quality, ORRA will experience a significant boost in sales, leading to higher profitability.

**Market Competitiveness**: Enhanced profitability will allow ORRA to compete more effectively with other brands, positioning it as a stronger player in the market.

**Brand Growth and Expansion**: The increased sales and customer loyalty will fuel further growth, allowing ORRA to expand its product lines and market reach.