



NYKAA.COM
Your Beauty. Our Passion.

Business Case Study of NYKAA

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Source: Think School

Nykaa in India

- Delivering 17.1 million orders, 80 offline store in 40 cities.
- A profit of 62 crores in 2021.

The Nykaa logo is displayed in a vibrant pink color, featuring a stylized, handwritten-style font. The letters are bold and slightly slanted, giving it a modern and energetic feel. The logo is centered within a white square, which is itself set against a light gray background.

Nykaa in India



Beauty Product Distribution Retail

- Unorganized Retail → Small general stores.
- Organized Retail → exclusive brand outlets, beauty salons.
- Online Retail.

Problems of Beauty Industry in India

- Lack of accessibility in Tier 2 & 3 cities.
- Duplicate products.
- Lack of transportation, elaborate information.

Things Working for Nykaa

- Inventory model of E-commerce → Solves duplicate product problems too.
- Indian govt. policy to restrict inventory model by foreign companies in India.
- Omni channel approach.

Nykaa Business Model

NYKAA Business Model

OMNI-CHANNEL STRATEGY

- Utilizes email, social media, influencer marketing, and offline events
- Presence in 38 cities
- Retail stores for trial and hyperlocal delivery
- Facilitates face-to-face interactions

FOCUS ON BEAUTY & WELLNESS

- Specializes in beauty/wellness
- Builds niche expertise and identity

TECH-ENABLED OPERATIONS

- Invests in AI and ML for personalized experiences
- Enhances operations and customer experience through technology

AFFILIATE PROGRAM & CONTENT-FIRST STRATEGY

- Utilizes 3000+ influencers, in-house content creation
- Affiliate program for external creators
- Credibility through influencers

EXCLUSIVE PRODUCT RANGE

- Offers exclusive products not found elsewhere
- Includes Nykaa Cosmetics and other exclusive beauty/wellness items

Nykaa Business Model



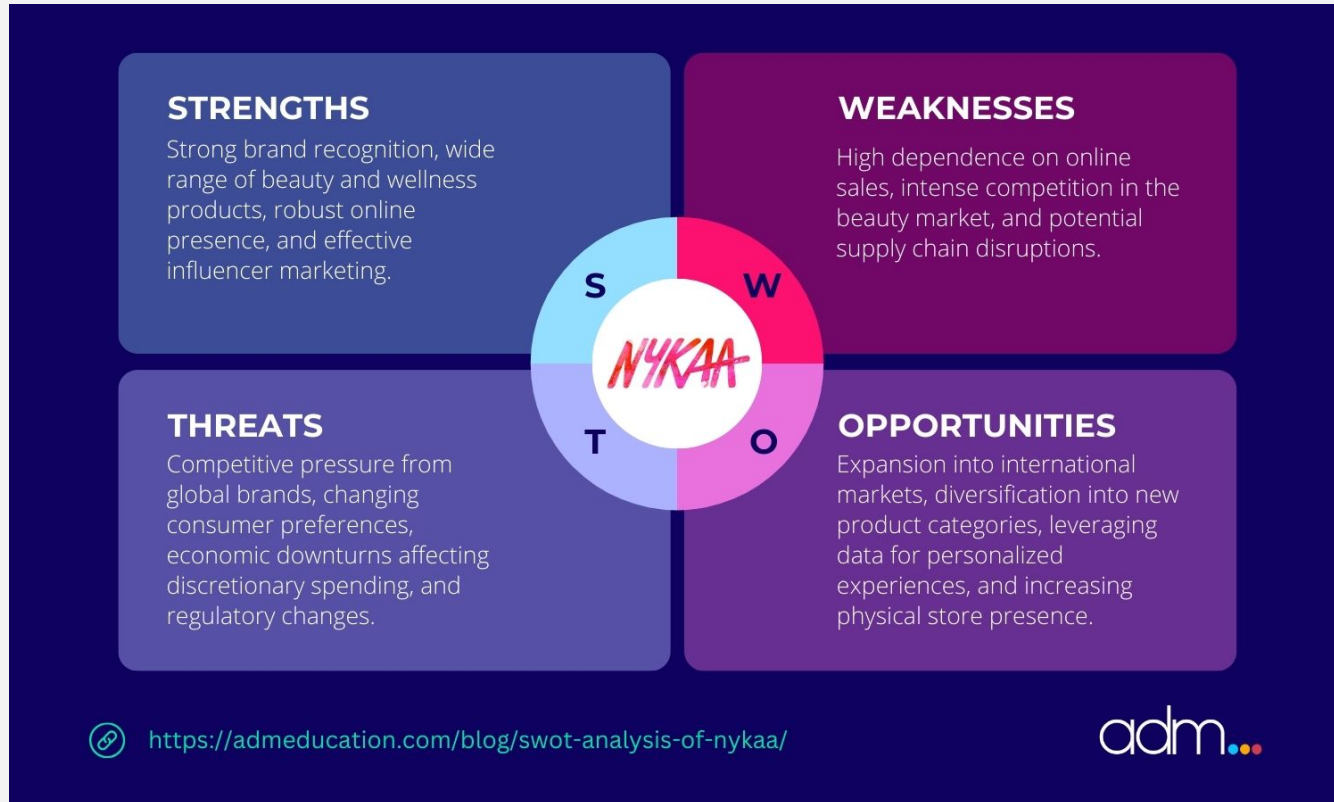
Omni Channel Approach

- Deep relation with customers.
- Beauty books to educate customers.
- Nykaa network as the open platform for discussion.
- 40000 weekly active user community.
- Content marketing.

Superpowers

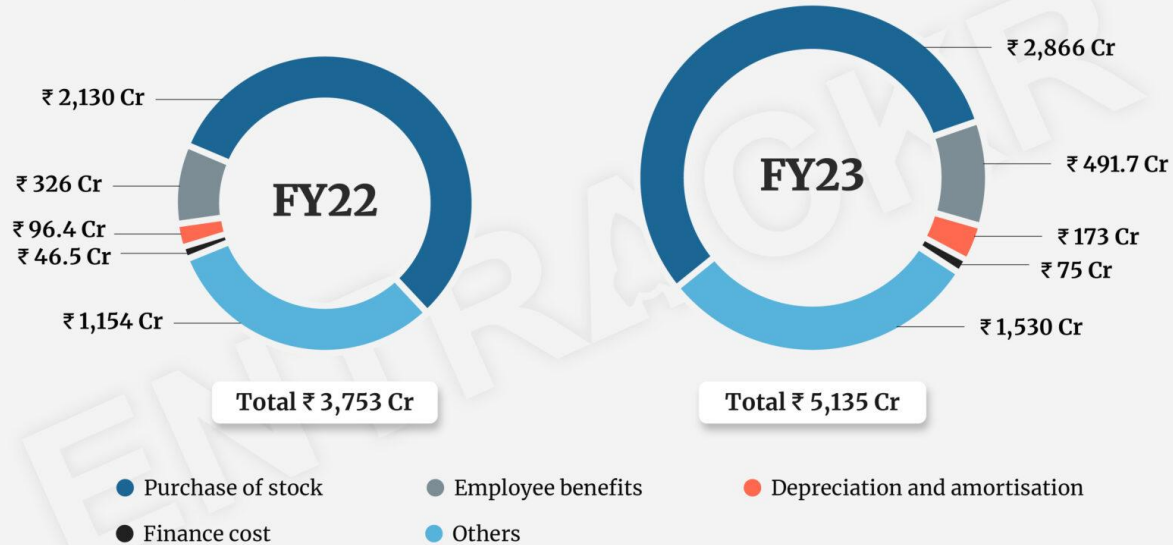
- Commanding the trust of first time buyers.
- Increase in purchase value + customer retention.
- Changing consumer preference → At the same time biggest threat and greatest opportunity for a beauty product company.

Nykaa SWOT Analysis



Nykaa Expenses Breakdown

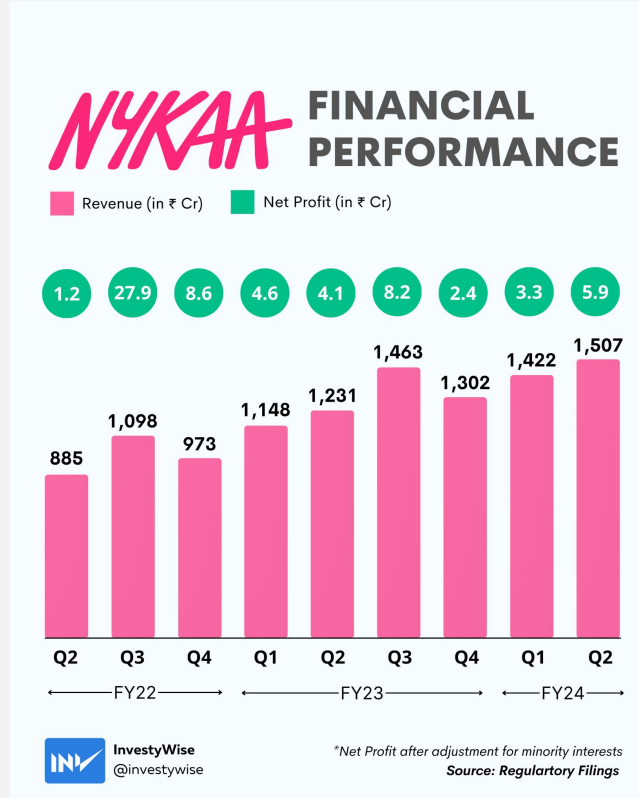
NYKAA Expenses Breakdown



Nykaa Revenue Model



Nykaa Financial Performance



Business Lessons

- 92% offline market, any other company can emerge and dominate.
- Your metric of judgement right now should not be profit and loss, you should focus on customer acquisition and retention strategy.
- Improve customer and website experience.

Business Lessons

- Good businessmen grow their business to build their fortune.
- Great businessmen grow their business as a service to their nation,
as a service to mankind itself.