

**CASE  
STUDY**

Improve Sales for  
Medium to High  
International  
Cosmetic Brand



*Start date:*  
**08 March 2023**

*Due date:*  
**13 March 2023**

**DEMO DAY:  
14 March 2023**

## Goal

Improve Sales for Medium to High International Cosmetic Brand

## Company Overview

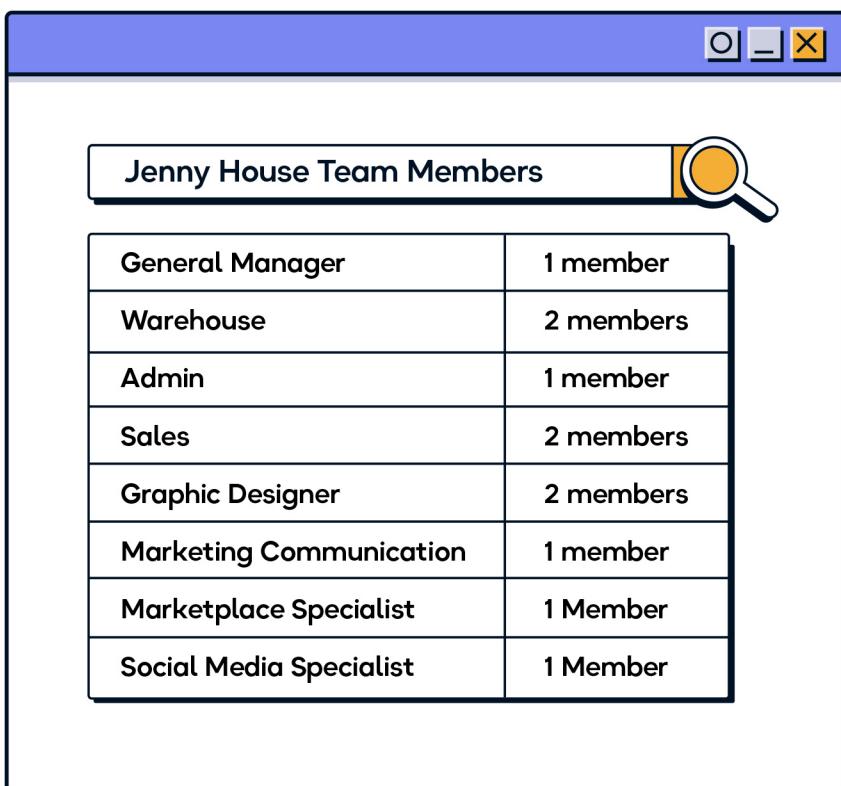
Jenny House, with the largest number of top makeup artists in Korea, Jenny House Cosmetics is an all-Green grade natural derma cosmetic brand. All products are formulated with the finest natural ingredients and designed to give innovative dermatologic efficacies. Natural yet dermatologic, the two key concepts, are Maximized for Jenny House Cosmetics. Currently, Jenny House has existed in Indonesia to make it easier for our loyal customers to get our best products.

Website:

**<https://www.jennyhouse.id/>**

Social Media:

**Facebook | YouTube | Instagram**



A screenshot of a computer window titled "Jenny House Team Members". The window has a blue header bar with standard window controls (minimize, maximize, close). Below the title is a search bar with a magnifying glass icon. The main content is a table with 8 rows, each representing a team member role and the number of members. The table has two columns: "General Manager" and "1 member". The roles listed are: Warehouse (2 members), Admin (1 member), Sales (2 members), Graphic Designer (2 members), Marketing Communication (1 member), Marketplace Specialist (1 Member), and Social Media Specialist (1 Member).

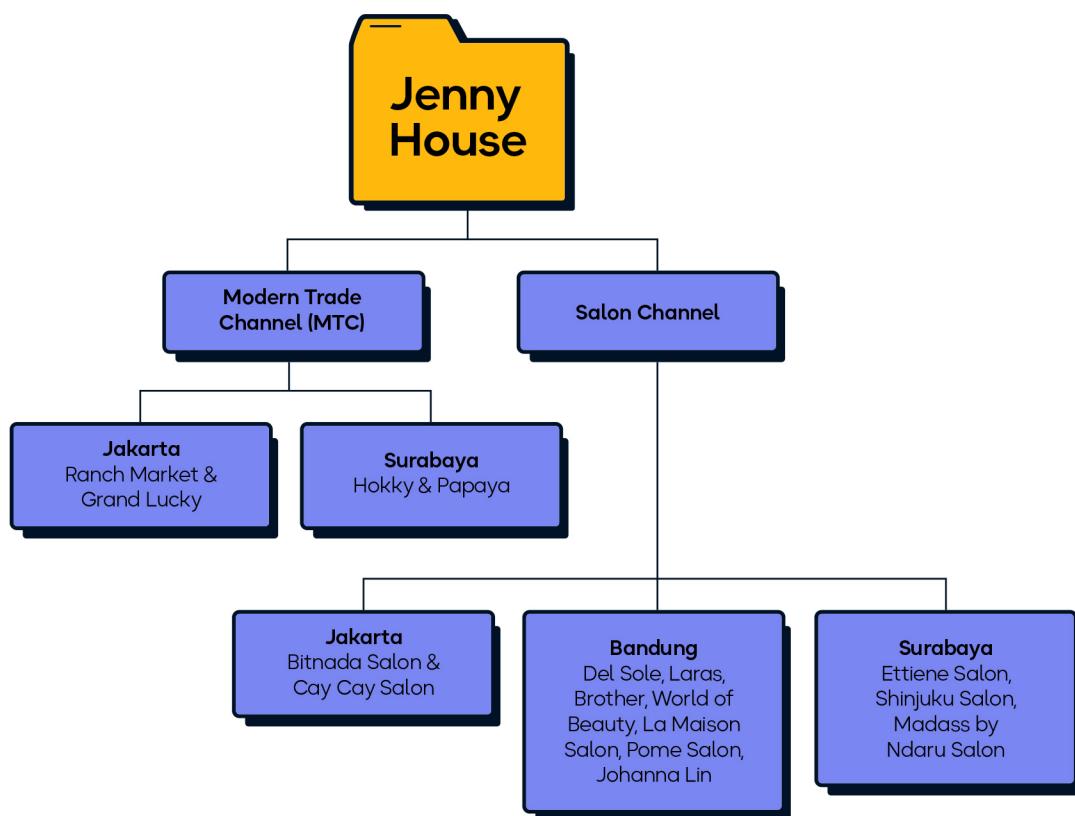
General Manager	1 member
Warehouse	2 members
Admin	1 member
Sales	2 members
Graphic Designer	2 members
Marketing Communication	1 member
Marketplace Specialist	1 Member
Social Media Specialist	1 Member

## IT Solution and Distribution Channel being used by Jenny House

For the current implementation system Jenny House has used: IRP system as well as web online and online platforms

Jenny House has several distribution channels in major cities in Indonesia that includes: Jakarta, West Java, East Java, Bali, Medan and Samarinda.

Their distribution channels are shown as below:



## Current Strategy of Jenny House

Jenny House is currently adding distribution channels in several other big cities in Indonesia, both for Modern Trade Channel (MTC) and Salon Channel. They are also adding content in terms of Social Media that includes: Tik Tok and Tik Tok Shop, Instagram, YouTube, Facebook and Website.

## Problems and Challenges

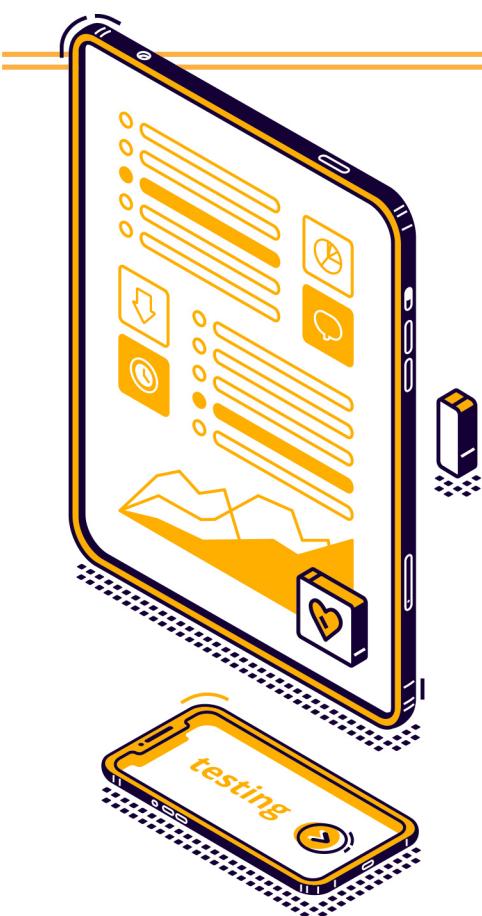
Jenny House has a small team with limited resources in terms of running their cosmetic brand in Indonesia.

Currently, Jenny House is facing these challenges that might slow down their growth and milestones:

**01. Sales - More revenue and quantity**

**02. Branding and its market share expansion**

**03. Service Level Agreement and Quality for user, especially for their online channel**



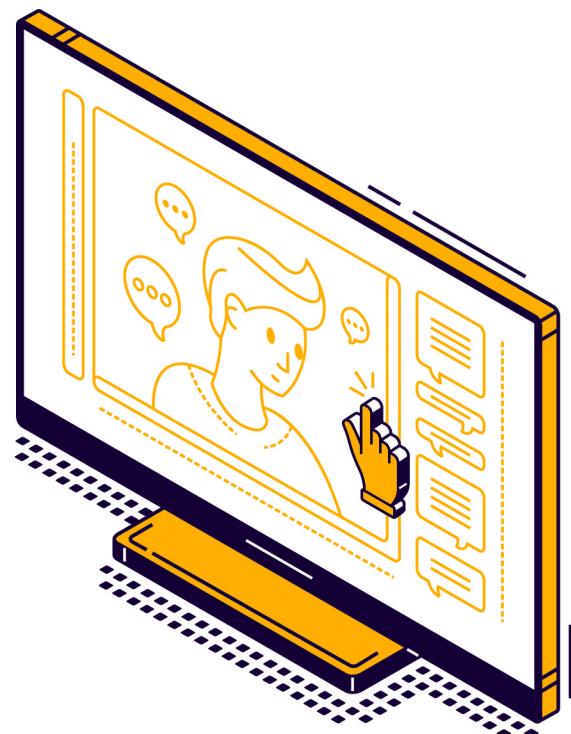
## Expected Solution

The expected solution is how to increase sales through application development. The solution is not only in the form of a marketing strategy or funneling, but how the role of technology can help Jenny House in increasing sales.

The team can write down marketing sales assumptions or theories and strategies that the team can understand or design for JennyHouse, but you also have to derive the theories, strategies and tactics above into technology.

## Expected Outcome Solution

1. The team should have a presentation justifying their solution for Jenny House. The presentation should no be longer than 5 minutes. The presentation will be during the Demo Day with the respected group members.
2. The solution can be in the form of a Website or Backend (for example: CRM, Kanban Board, etc.) or Mobile Application. You can have your own creativity on how to give the best solution for Jenny House.
3. You are allowed to use third party and the solution can be in terms of making prototypes (Coding: Gitlab and make sure the Git is public) as well as mockups (Figma is recommended)



## Conclusion



The results of this hackathon showed that with a robust solution, there are no limits to what can be achieved. The innovation showcased is indicative of this, having demonstrated how creative thinking and technology can come together to solve business problems while addressing customer needs. Jenny House looks forward to continuing their work together to draw on their capabilities to create more ingenuous ideas and bring more value.