Proposal for Beauty Brats

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Executive Summary

Today, the cosmetic industry is vaster than ever. Competition in the cosmetic market encourages the constant innovation and advancement of cosmetics. However, this means that the average person is constantly assaulted by thousands of products to consider. It is becoming more and more difficult to keep track of the cosmetics that one owns as well as when these products are no longer safe to use.

Our target clients are anyone who uses cosmetics: makeup, skincare, hair care, etc. Beauty Brats is a comprehensive user experience allowing clients to create their own account to utilize our features. Clients will be able to track expiration dates of their products, add products on their own unique wish list, look for ratings and reviews of products by other users, and order replacements for their expired products.

Our current competitors include checkcosmetic.com and makeuptalk.com. They both work well in their own domain, but they are limited in their features. Checkcosmetic.com is strictly a database website that provides expiration dates of a product based on its batch code. Makeuptalk.com is solely a forum for makeup enthusiasts to connect. These websites provide simple solutions in their respective domains but do not optimize the experience for their clients.

Beauty Brats aims to provide a compact and easy to use web application to solve this problem. Our service will allow everyday cosmetic users to keep track of the health of their products leading to optimal organization and decluttering of products. Users will be able to replace their expired items through us as well. Our service will also allow users to create wish lists of products they wish to buy. Beauty Brats will also provide a community for users to discuss products by rating and reviewing them. Users will have an option to subscribe to our service for exclusive deals from big cosmetic companies only through us.

Beauty Brats will use open source web technologies during development to reduce costs.

Gap in the Market

The current market for web applications such as this is almost nonexistent. There is a lack of providers that make one comprehensive application such as ours. Their applications solve just one or two of the many problems we are tackling. Some of these applications are also costly, whereas our service is free to use.

Cosmetic companies would be eager to be a part of our web application because it gives them a chance to advertise new products to customers subtly. Customers would be able to restock their expired products immediately through one of our company

partners. These companies would also be able to advertise their products through our related and recommended products area.

Meeting the Market's Needs

Beauty Brat will meet the market's needs by providing a free and simple service to cosmetic users who want to keep their cosmetics organized. This will be one of the only web applications of its kind, as most of them lack some features. It will be a comprehensive application for tracking expiration dates, buying new products, and finding recommendations. Beauty Brat will be easy to use and provides an all-in-one place for cosmetic users to join and optimize their personal product collection.

Implementation

Management
Beauty Brats will be managed by its contributors Victoria, Sarah, and Tim.

Development
Beauty Brats will be developed using the following technologies:

- Front end (User Interface)
    - VueJS + Bootstrap
- Back end (Web Server / Database)
    - mySQL
    - SQL
    - Node.js
    - Express

Marketing and Distribution
We will market our web application to cosmetic customers who desire a bit of organization with their products. It will be free to use for all users with added features through subscription.

Monetization
Monetization will be done through a few avenues or revenue: subscriptions, optional donations, and advertisements for companies. Our optional subscription will give added features that include exclusive deals only through us with our partners and sponsors. Our cosmetic company sponsors and partners can also advertise their products subtly in our recommended and related items area. They will also be able to advertise their new products on our front page.

The Problem and Our Solution

The problem with current solutions on the market is that they either only provide information on the expiration of the products, or provide only a community for beauty enthusiasts, not both.

Beauty Brat aims to resolve this problem by providing an easy to use all-in-one product health tracker as well as a community for beauty enthusiasts to connect through.

Industry Need for Our Technology

The cosmetic industry is extremely vast with a large amount of competition. Cosmetic companies who partner with us would be able to use our service as an outlet to reach customers through exclusive deals and advertisements. Customers will be able to keep track of the usability of their many products while also being part of a beauty community. With the cosmetic industry constantly growing, and the desire for beauty remaining, customers and companies will love this service.

Market Analysis/Primary Market/Secondary Market

Since applications similar to ours are practically nonexistent, we do not have a main competitor. Our main goal is to show that this service is simple to use and extremely convenient for cosmetic users.

Our primary targets are cosmetic users: anyone who uses makeup, skincare products, hair care products, etc. The secondary target will be makeup gurus; these are cosmetic users who film makeup tutorials and reviews to post on YouTube. These gurus generally have a large following of other cosmetic users. Having them use our service could potentially lead to free advertisement of our web application to their followers.

Marketing Strategies

Overview
We intend to capture the cosmetic tracking market through our free and simple to use service for all cosmetic users. We would like to keep the service free and have an optional subscription fee for users who want exclusive deals. It is unlikely that cosmetic users would use this service for a price. Our plan is to generate revenue to maintain the web application through advertisements from our partners and sponsors. Our team will constantly improve the service through customer service feedback.

Primary Customer Analysis and Entry Strategy
The strategy that the Beauty Brats team plans to pursue in entering the market is to provide the service free of charge and allow for optional donations if the users enjoy

using our product. We plan on offering a monthly/yearly subscription to provide exclusive deals and features such as sale notifications.

Core Competency
Beauty Brats is a combination of providing product expiration information and a community forum with other added features such as expiration reminders, a used product history, product reviews and recommendations from us and from other users. Our service also allows the user to keep track of products they liked or disliked along with the health of their products to optimize their skin condition.

Expansion Strategy
Beauty Brats will constantly have new features added and updated in response to customer feedback. We will also be able to create features upon users requests. This strategy may allow us to enter another market.

Sales Strategy

Pricing
Beauty Brats will be mainly free for the users with optional donations and an optional monthly/yearly subscription to exclusive deals.

Positioning
We plan on designing Beauty Brats to be useful and aesthetic to clients that wish to use our service.

Promotion
Beauty Brats will use various promotional strategies. In particular, we plan to sponsor beauty gurus on YouTube to promote our application.

Place
Beauty Brats is a web application that can be run from home on the computer or on the phone.

Competition

Beauty Keeper
A mobile application only in the Apple Application Store that helps users keep track of the expiration dates of their products. This competitor's software is not enough for the market because it only keeps track of expiration dates and does not provide an online community for the users. The database is also lacking and is not updated on a regular enough basis to meet the needs of users.

Tell Me When Expiry
A mobile application that helps users keep track of the expiration dates of their products. This competitor's software is not enough for the market because it only keeps track of expiration dates and does not provide an online community for the users. This application also requires the user to add in the information of their products manually.

Makeuptalk
A website forum that is an online community for makeup and beauty enthusiasts. This service does not fulfill the demand in the market because it is only a forum for cosmetic users and does not track the expiration dates of products or assist in organization of their products.

Checkcosmetic
A database website that analyzes perfume and makeup batch codes to provide expiration dates. This website only tracks the expiration date of the products and does not provide an online community. It is very limited in usefulness.

Checkfresh
A database website that analyzes batch codes of cosmetics to provide expiration dates. This website only tracks the expiration date of the products and does not provide an online community. It is very limited in usefulness.

Development Strategy

Beauty Brats will be developed in modules to ensure that each piece works properly before release. At each stage, we will add a different feature.

Seed stage
We will create a static website using HTML and CSS that get the skeleton of the website before further modification.

Startup stage
We will add Javascript to the website to implement the working functions.

Development and Launch
The features of Beauty Brats will be developed and tested. Users may use the website and give valuable feedback for improvement and debugging.

Barriers

Beauty Brat will face some barriers when attempting to enter the market:

- High cost of marketing product
- Technology and software creation
- Making partnerships with big companies such as Ulta and Sephora to provide exclusive deals to our subscribers

Critical Risks

One major risk in creating Beauty Brats is the inability to secure partnerships with large companies such as Ulta and Sephora, which would hinder the implementation of our paid subscriptions. A smaller risk is the inability to market to mainstream cosmetic users, as some may view expiration dates as inconsequential. However, to those who are worried about the health of their skin as well as their products, this service is very useful.

Interviews

On the following pages are the 10 interviews conducted for the customer discovery.

Do you use cosmetics? 10 Responses

Do you use an application to track your product expiration dates? 10 Responses

Would you consider using one? 10 Responses

What features would you look for in a beauty expiration tool? 10 Responses

How do you currently manage your beauty products? What tools/websites/applications do you rely on the most? 10 Responses

Would you be interested in an application such as Beauty Brats? An application that would answer all your beauty management needs along with providing a community using an easy to use interface. 10 Responses

Interview 1: Mary Tran

Given: Remote (Text message)

1. Q: Do you use cosmetics?

   A: I do.

2. Q: Do you use an application to track your product expiration dates?

   A: I do not.

3. Q: Would you consider using one?

   A: Probably not.

4. Q: What features would you look for in a beauty expiration tool?

   A: Probably a reminder function/ restock function.

5. Q: How do you currently manage your beauty products? What tools/websites/applications do you rely on the most?

   A: No, I don't do that at all.

6. Q: Would you be interested in an application such as Beauty Brats? An application that would answer all your beauty management needs along with providing a community using an easy to use interface.
   A: Yea, I think that would be pretty cool.

Interview 2: Carolyn Tran
Given: Remote (Text message)

1. Q: Do you use cosmetics?
   A: Yes
2. Q: Do you use an application to track your product expiration dates?
   A: No
3. Q: Would you consider using one?
   A: If someone were to convince me that using expired makeup is super bad for me, then sure.
4. Q: What features would you look for in a beauty expiration tool?
   A: I guess just notifications on upcoming expiration dates and general lifetime chart for all makeup types. So if I have a product I don't remember when I bought it, it would be able to guesstimate at least.
5. Q: How do you currently manage your beauty products? What tools/websites/applications do you rely on the most?
   A: I don't really care.
6. Q: Would you be interested in an application such as Beauty Brats? An application that would answer all your beauty management needs along with providing a community using an easy to use interface.
   Carolyn: Ok but what does this community include? Is it just general tips?
   Interviewer: Community as in people can rate and review products and provide recommendations. You can also talk to people like a forum.
   Carolyn: Then yes.

Interview 1: Emily Wiewioroski

Given: Remote (Text message)

1. Q: Do you use cosmetics?

    A: Yes

2. Q: Do you use an application to track your product expiration dates?

    A: No

3. Q: Would you consider using one?

    A: Maybe, I'm more inclined to ignore expiration dates because of how pricey makeup can be.

4. Q: What features would you look for in a beauty expiration tool?

    A: Mainly something that could explain the risks to me / convince me why I should care. I guess I'd also want to make sure it has information on specific products, which could be hard because that requires a lot of content.

5. Q: How do you currently manage your beauty products? What tools/websites/applications do you rely on the most?

    A: I don't really.

6. Q: Would you be interested in an application such as Beauty Brats? An application that would answer all your beauty management needs along with providing a community using an easy to use interface.

    A: Oh, I would love that!

Interview 1: Danielle Brouillette

Given: Remote (Text message)

1. Q: Do you use cosmetics?

    A: Yes

2. Q: Do you use an application to track your product expiration dates?

    A: No

3. Q: Would you consider using one?

    A: Probably not

4. Q: What features would you look for in a beauty expiration tool?

A: Tell me the best products for whatever I'm looking for.

5. Q: How do you currently manage your beauty products? What tools/websites/applications do you rely on the most?

   A: I usually rely on my hair stylist.

6. Q: Would you be interested in an application such as Beauty Brats? An application that would answer all your beauty management needs along with providing a community using an easy to use interface.

   A: Not really.

Interview 5: Dina Dinh

Given: Face-to-face

1. Q: Do you use cosmetics?

   A: Yes, I do.

2. Q: Do you use an application to track your product expiration dates?

   A: No.

3. Q: Would you consider using one?

   A: Yes.

4. Q: What features would you look for in a beauty expiration tool?

   A: To keep track of all my products, give me a reminder 2 weeks ahead of time when it expires so I can plan according to replace my products.

5. Q: How do you currently manage your beauty products? What tools/websites/applications do you rely on the most?

   A: None.

6. Q: Would you be interested in an application such as Beauty Brats? An application that would answer all your beauty management needs along with providing a community using an easy to use interface.

   A: Yes, I would be delighted to, it was just what I was asking for.

Interview 6: Kailyn Nguyen

Given: Remote (Text message)

1. Q: Do you use cosmetics?
   A: Yes!
2. Q: Do you use an application to track your product expiration dates?
   A: No.
3. Q: Would you consider using one?
   A: Yes.
4. Q: What features would you look for in a beauty expiration tool?
   A: Reminder alerts, ability to search for certain products, a countdown for each product.
5. Q: How do you currently manage your beauty products? What tools/websites/applications do you rely on the most?
   A: I do not manage them. I throw away certain products after a general expiry date, mainly eye products.
6. Q: Would you be interested in an application such as Beauty Brats? An application that would answer all your beauty management needs along with providing a community using an easy to use interface.
   A: Yes.

Interview 7: Trang Vu

Given: Remote (Text message)

1. Q: Do you use cosmetics?
   A: Yes.
2. Q: Do you use an application to track your product expiration dates?
   A: No.
3. Q: Would you consider using one?
   A: No.
4. Q: What features would you look for in a beauty expiration tool?
   A: I don't know, maybe automated renewal orders.

5. Q: How do you currently manage your beauty products? What tools/websites/applications do you rely on the most?

   A: I don't manage them. Youtube for new makeup recommendations.

6. Q: Would you be interested in an application such as Beauty Brats? An application that would answer all your beauty management needs along with providing a community using an easy to use interface.

   A: No.

Interview 8: Collin Dupuy

Given: Remote (Phone call)

1. Q: Do you use cosmetics?

   A: Yes.

2. Q: Do you use an application to track your product expiration dates?

   A: No.

3. Q: Would you consider using one?

   A: Yes.

4. Q: What features would you look for in a beauty expiration tool?

   A: I don't know, to remind me when my products expire ahead of time.

5. Q: How do you currently manage your beauty products? What tools/websites/applications do you rely on the most?

   A: I don't. I use my brain.

6. Q: Would you be interested in an application such as Beauty Brats? An application that would answer all your beauty management needs along with providing a community using an easy to use interface.

   A: Yep.

Interview 9: Quan Nguyen

Given: Remote (Phone call)

1. Q: Do you use cosmetics?

   A: Yes.

2. Q: Do you use an application to track your product expiration dates?

   A: No.

3. Q: Would you consider using one?

   A: Maybe.

4. Q: What features would you look for in a beauty expiration tool?

   A: Alerts and reminders. I feel like a lot of apps don't do a good job on something even as simple as that.

5. Q: How do you currently manage your beauty products? What tools/websites/applications do you rely on the most?

   A: None, I use my brain to keep track.

6. Q: Would you be interested in an application such as Beauty Brats? An application that would answer all your beauty management needs along with providing a community using an easy to use interface.

   A: Yes.

Interview 10: Hayley Ma

Given: Remote (Phone call)

1. Q: Do you use cosmetics?

   A: Yes

2. Q: Do you use an application to track your product expiration dates?

   A: No

3. Q: Would you consider using one?

   A: Yes

4. Q: What features would you look for in a beauty expiration tool?

   A: Accessibility, easy to use, be able to take a picture of the product to get expiration date, user friendly UI, least amount of button clicks as possible

5. Q: How do you currently manage your beauty products? What tools/websites/applications do you rely on the most?

   A: My eyes, to look at the expiration date.

6. Q: Would you be interested in an application such as Beauty Brats? An application that would answer all your beauty management needs along with providing a community using an easy to use interface.
    A: Sure.

Reflection

Although many cosmetic users do not track the expiration of their products, the need for an all-in-one beauty management application is evident. Cosmetic users are not likely to use a tool with a sole purpose of providing them expiration dates, but would rely on a tool that does that and more. Hence, the need for an application such as Beauty Brats is validated.