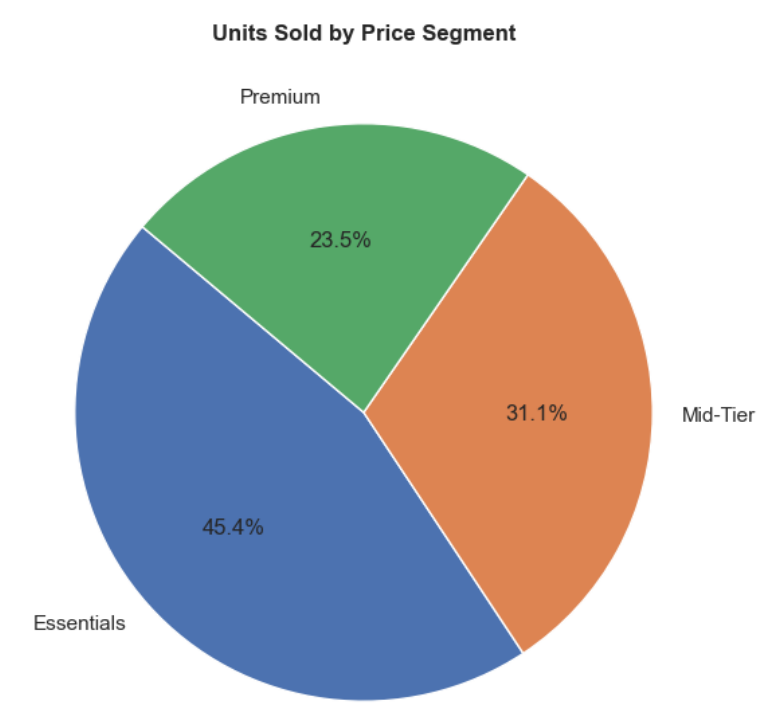


SkinSeoul Pricing & Promotion Strategy Report

Disclaimer:

This report is based on a limited snapshot of just 10 products over one month. Some trends might reflect seasonal effects, promotions, or recent launches. While the patterns are useful for short-term decisions, a more complete model would need several months of data to account for demand cycles and inventory movement.

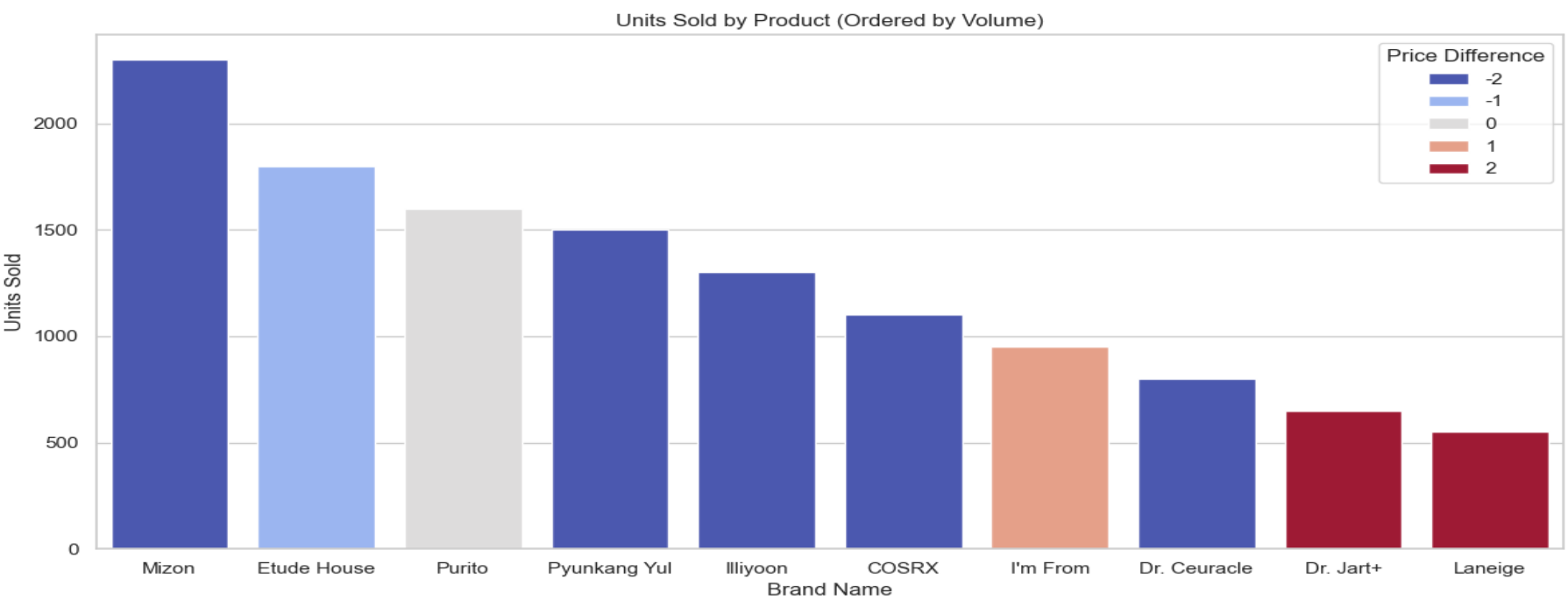
Key Observations from the Data



Essentials and Mid-Tier products drive over 75% of unit sales, with Essentials alone contributing 45%.

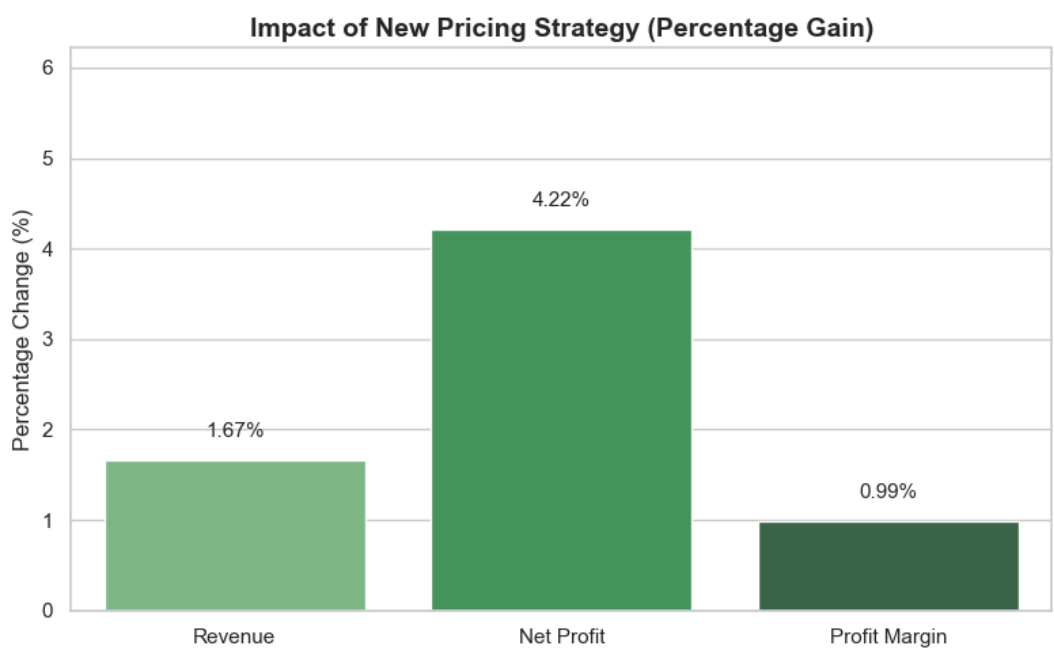
The best-selling products were all priced \$1–\$2 below competitors, making price a clear volume driver.

To grow revenue and margin, we need to keep high-volume items competitively priced, and make premium SKUs earn their place.



Price Strategy & Its Impact

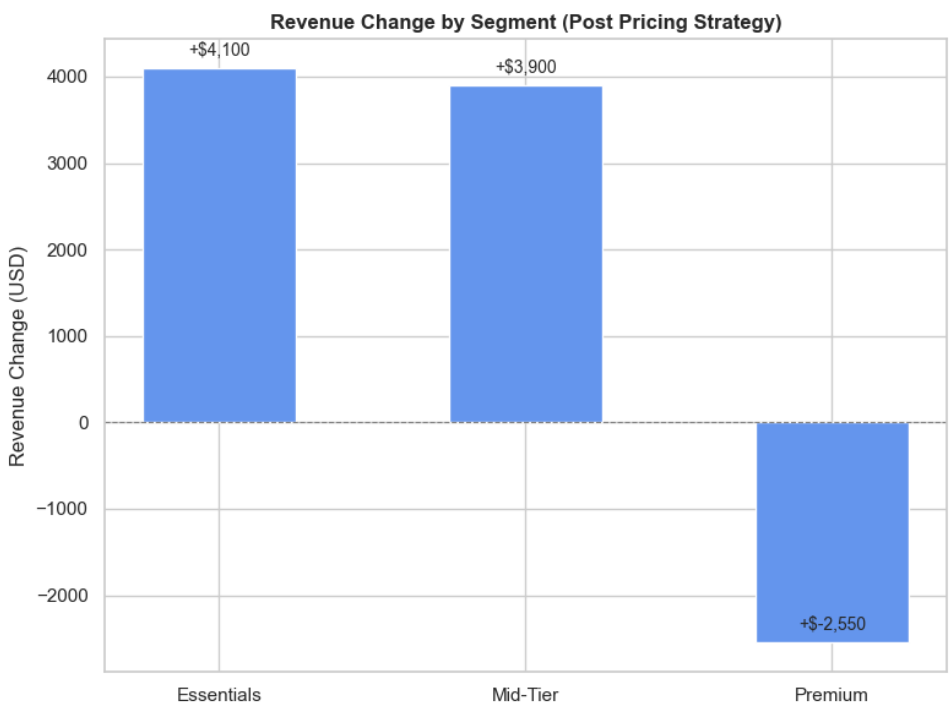
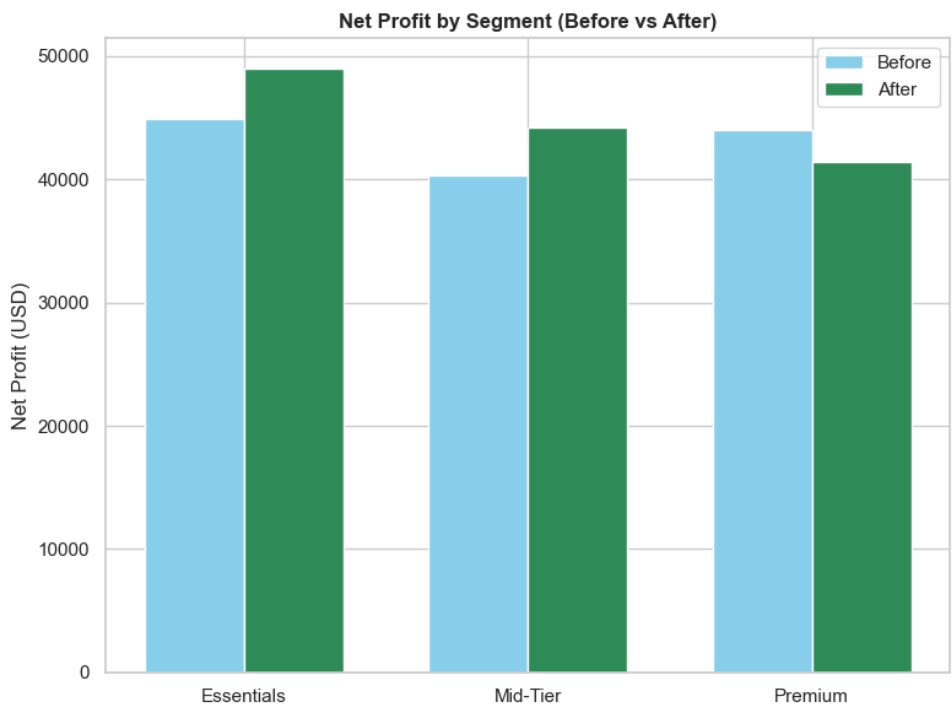
Segment	Price Adjustments	Competitor Alignment
Essentials (>\$25)	Mizon ↑ (\$19), Etude House ↑ (\$22), Purito — (\$22)	Mizon: below, Etude & Purito: matched
Mid-Tier (\$25–\$29)	Pyunkang Yul ↑ (\$27), Illiyoon ↑ (\$29), COSRX ↑ (\$26)	All below competitors
Premium (>\$30)	I’m From ↓ (\$34), Dr. Jart+ ↓↓ (\$38), Laneige ↓↓ (\$43), Dr. Ceuracle ↑ (\$33)	Ceuracle: below, others: matched



Projected gains show that small price changes can lift profit and margin.

Simulated increases in Essentials and Mid-Tier offset the impact of Premium reductions.

These cuts also improve our positioning — making premium products more discoverable and appealing to new buyers.



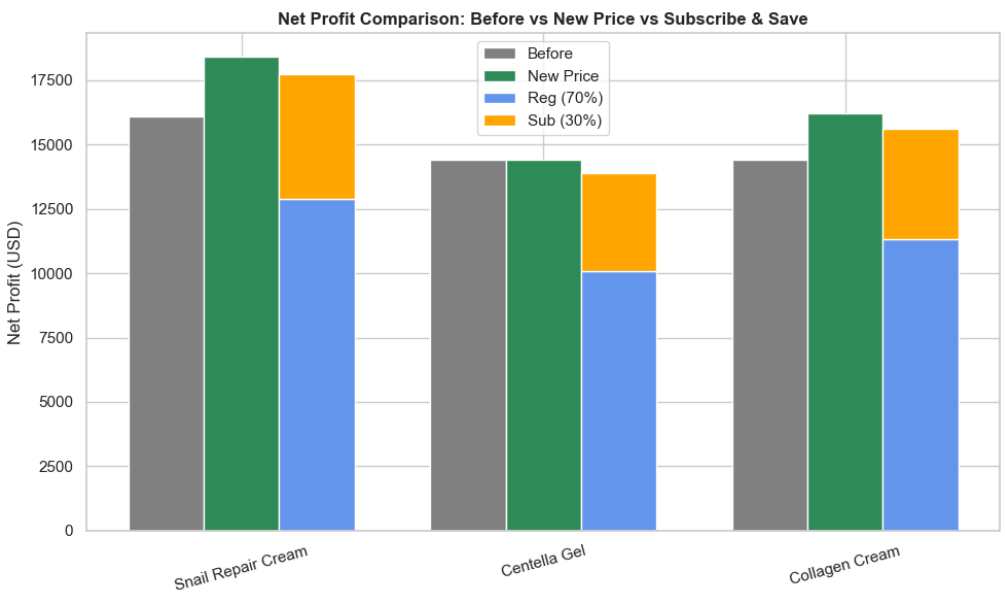
Promotional Campaigns: Driving Loyalty & Reach

Campaign 1: Subscribe & Save (for <\$25 products)

A 5% discount for Snail Repair, Centella Gel, and Collagen Cream encourages repeat buying.

Even with 30% of buyers subscribing, projected net profit remains higher than before — due to improved margins.

The gain: stable, recurring revenue from high-volume products.



Campaign 2: Best Price You'll Ever See (Premium Price Match)

We're promoting all products above \$25 as premium picks at the best prices online.

Delivered through email, social, and on-site banners — at little to no added cost.

The goal: increase traffic, boost discovery, and pull more high-intent buyers into our ecosystem.