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Project 4 : STP ANALYSIS

STP ANALYSIS				
SEGMENTING	TARGETING	POSITIONING		
Celebrity	Celebrity	Product :	Focus on Fashionable product (Highlighter, Blush on, Lipstick)	
Entrepreneur			Luxury (Eyeshadow. Foundation, Serum, Toner, Concealer, Face Primer, Bronzer, Fragrance),	
Maturity Woman	Entrepreneur		Mass Market (Eyebrow Pencil, Mascara, Eyeliner, Tools),Dermo Products (Skin and Body Care)	
University Student				
Whitte Collar	University Student	Price :	Is high price with high quality and service because we are concern on the product and service from beauty advisor	
Senior High School Student	White Collar			
Hotel Guest		Place :	Inside Mall (middle to high mall)	
Family	Family	Promotion :	Because we concern on the high quality product and offering service through make up bar and beauty advisor in the store	
Unemployed				
Foreigners	Foreigners	Process :	Because based on our segmenting and targeting we use offering service in the store to give tutorial make up for customers and we offer the tester product).	
Proffesional				

Project 4 : SWOT strategies				
			INTERNAL	
			STRENGTHS	WEAKNESSES
			Wide-ranging product portfolio with a leading brand	The brand perception in our store experience becoming expensive
			Representing a product demo in the form of a product tester	
			S-O STRATEGY	W-O STRATEGY
EXTERNAL	OPPORTUNITIES	The market potential always grows	All products in the store are displayed and allow customers to try, the longer the customer can see and try the product, the higher their chances of liking the product and shopping more	Customers behavior currently not just looking the brand but want to make the memorable journey while they are shopping and most customers looking for store ambiance to consider when they want to buy the product
		People more well aware of the appearance importance not only for woman but the growth in unisex product		
			S-T STRATEGY	W-T STRATEGY
	THREATS	People's knowledge is lacking if body care and personal appearance such as cosmetic products are indeed expensive	Product placement in the eye position attracts more attention and impartial service whether the product is expensive or not always trains employees to always care about consumers in order to provide services that provide offers and brand knowledge to add product insight to customers	Penetrate the market with products and service quality by engaging people environment that state to look forward for paying higher prices to greater value products
		Customers anxiety about which beauty product that appropriate and what products each of them need		

Project 4 : Marketing Calender				
Month	What's happening?	Period	Theme	Special Offer
Jan	Chinese and Happy New Year 2025	1 st week	Express your color with new year	Voucher discount 10% all items for min. shopping 300k for shopping in February (does not apply to multiples in transactions)
Feb	Valentine's Day	2 nd week	Bring your loving person	Special membership cashback 50% (only skin and body care product) for those who bring a partner (male and female) min. shopping every both of them are 500k
Mar	Ramadhan and Eid	1 st - 3 rd week	Stop your meal, Love your body, Glow on Eid	Collect coins during the month of Ramadan, there is 1 coin for every 100k transaction and get Eid hampers after 25 coins have been collected
Apr	Kartini Day	2 nd - 3 rd week	Being independent and corious from the beauty	Two weeks on April, Get free membership card every purchase 800k
May	Wonderful May with giving	2 nd week	Fresh your brain with donate, touch up your face with our make up	if customers give donate for charity more than 20k they will get discount 10% for purchases in the next month
Jun	Summer Looks	1 st - 2 nd week	Scream with your colors	Social media campaign makeup competition with halloween theme, for the 3 winner to get voucher free shopping 300k when have min. 100k transaction in our store in Juni 2025
Jul	Colorful Holiday	1 st - 2 nd week	Grab the money and accept the challenge	If customers buy products with transaction min.500k they will get a free member card (opportunitis for collecting database customers)
Aug	Independence Day	2 nd week	Getting freedoom with your choice	Any person who birth on august, free make over at our make up bar with beauty advisor
Sep	Funny September	1 st - 3 rd week	Feeling joyful with your day	Redeem your 3 receipt (for each receipt with min.500k transactions) in september to get souvenirs on october, Collect shopping receipts from our store, as many as 3 shopping receipts will get souvenirs (Exchange it when have transaction in October)
Oct	Halloween	4 th week	Be brave to be spooky	Social media campaign makeup competition with halloween theme, for the winner free shopping 500k (dengan s&k voucher dapat di gunakan jika membawa teman yang belanja menggunakan voucher dari anda)
Nov	Beautiful November	3 rd week	Show up your beauty from every looks	Collect shopping receipts (1 receipts with min. 300k) from our store, as many as 3 shopping receipts will get free consultation
Dec	The end of 2025	2 nd - 3 th week	Facing your celebration with glam	Special membership cashback 30% (only make up produts) for min. shopping are 500k

Project 4 : Marketing Budget																		
Category		Description	Month												Quantity	Unit price	Budget	Remark
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec				
Adverstiment		Website													12	Rp1,500,000	Rp18,000,000	Every day promotion on website (always upgrade)
		Social Media													12	Rp5,000,000	Rp60,000,000	Social media promotion every day
Marketing Property		Brochure													18900	Rp350	Rp6,615,000	
		Poster													180	Rp10,000	Rp1,800,000	Every month change the poster (3 big posters a month)
		Coupon													1200	Rp250	Rp300,000	
		Banner													24	Rp65,000	Rp1,560,000	
Event		Beauty Contest													1	Rp2,000,000	Rp2,000,000	
		Pop up market (Bazaar)													2	Rp7,000,000	Rp14,000,000	
Supporting Material		Paper Bag (Small)													18000	Rp500	Rp9,000,000	
		Paper Bag (Medium)													12000	Rp800	Rp9,600,000	
		Paper Bag (Large)													10000	Rp1,000	Rp10,000,000	
Promotion Items		Souvenir													250	Rp38,000	Rp9,500,000	The total giving of souvenir on special event
		Member Card													1000	Rp2,500	Rp2,500,000	
		Chinese and Happy New Year 2025													77	Rp25,931	Rp1,996,649	Markdown alokasi discount
		Valentine's Day													68	Rp28,500	Rp1,951,011	
		Ramadhan and Eid													31	Rp61,500	Rp1,906,500	
		Kartini Day													Membership Card Printed			
		Wonderful May															Rp1,250,000	
		Summer Looks													3	Rp300,000	Rp900,000	The objectives are for engage more our social media
		Colorful Holiday													Membership Card Printed			
		Independence Day													13	Rp100,000	Rp1,300,000	Probability people who birth on august that came to the store
		Funny September													On souvenir row			
		Halloween													38	Rp25,931	Rp985,359	
		Beautiful November													20	Rp34,000	Rp680,000	
		The end of 2025													32	Rp70,000	Rp2,240,000	
Image Builder	Uniform Attribute	Uniform - Male Tops													96	Rp45,000	Rp4,320,000	Every employees that using uniform got 4 items every January and June (So a year have 8 items)
		Uniform - Female Dress													112	Rp55,000	Rp6,160,000	
		Uniform - Name Tag													35	Rp25,000	Rp875,000	Every Employees got Name Tag
		Uniform - Unisex Pants													156	Rp55,000	Rp8,580,000	
	Theme	Chinese and Happy New Year 2025													5		Rp2,700,000	3 store (72sqm) = IDR 800,000 and 42 sqm)= IDR 600,000 Reguler store (24sqm)= IDR 350,000
		Valentine's Day													3		Rp2,000,000	Premium and executive store with special offer, regular store no need decoration
		Ramadhan and Eid													5		Rp2,700,000	3 store with special offer, 2 regular store just decoration
		Kartini Day													5		Rp2,700,000	
		Wonderful May													3		Rp2,000,000	Premium and executive store with special offer, regular store no need decoration
		Summer Looks													3		Rp2,000,000	
		Colorful Holiday													3		Rp2,000,000	
		Independence Day													5		Rp2,700,000	3 store with special offer, 2 regular store just decoration
		Funny September													3		Rp2,000,000	Premium and executive store with special offer

		Halloween													3		Rp2,000,000	Premium and executive store with special offer, regular store no need decoration
		Beautiful November												3		Rp2,000,000		
		The end of 2025												5		Rp2,700,000	3 store with special offer, 2 regular store just decoration	
	Other	TV LED												3	Rp2,000,000	Rp6,000,000	Executive and 2 Premium store have TV LED	
														Actual Net Margin (Rp)			Rp5,591,737,240	
														Promotion Budget (%)			3.78%	
														Promotion budget (Rp)			Rp211,519,519	

Project 4 : Market Potential Analysis & Competitor Expansion Analysis									
Market Potentail Analysis									
For the future period customers needs will be different rather than now and probably the future consumers think with their preference to use more efficient product and can combine one product with other product for the example from our store new innovation we can provide the combination product eyeshadow, blush on, and bronzer.									
Provide digital screen for the customers, once they want to buy our product but they still feel confause with the shade of their skin tone so they can try the product in the virtual screen.									
Currently make up and skincare not only used by woman but man also engage with that trend so we keep our detail to change bad perspective regarding make up and skincare not only for woman, provide skincare fit for man.									
Competitor Expand Analysis									
The product will be follow the trend and provide more experiance shopping for the customers									
Try to produce make up for kids using certain ingridients									
Upgrade their marketing strategy by ask artist to endorse or promete their product									
Not only provide voucher discount but also others ways like buy the product first and paylater.									