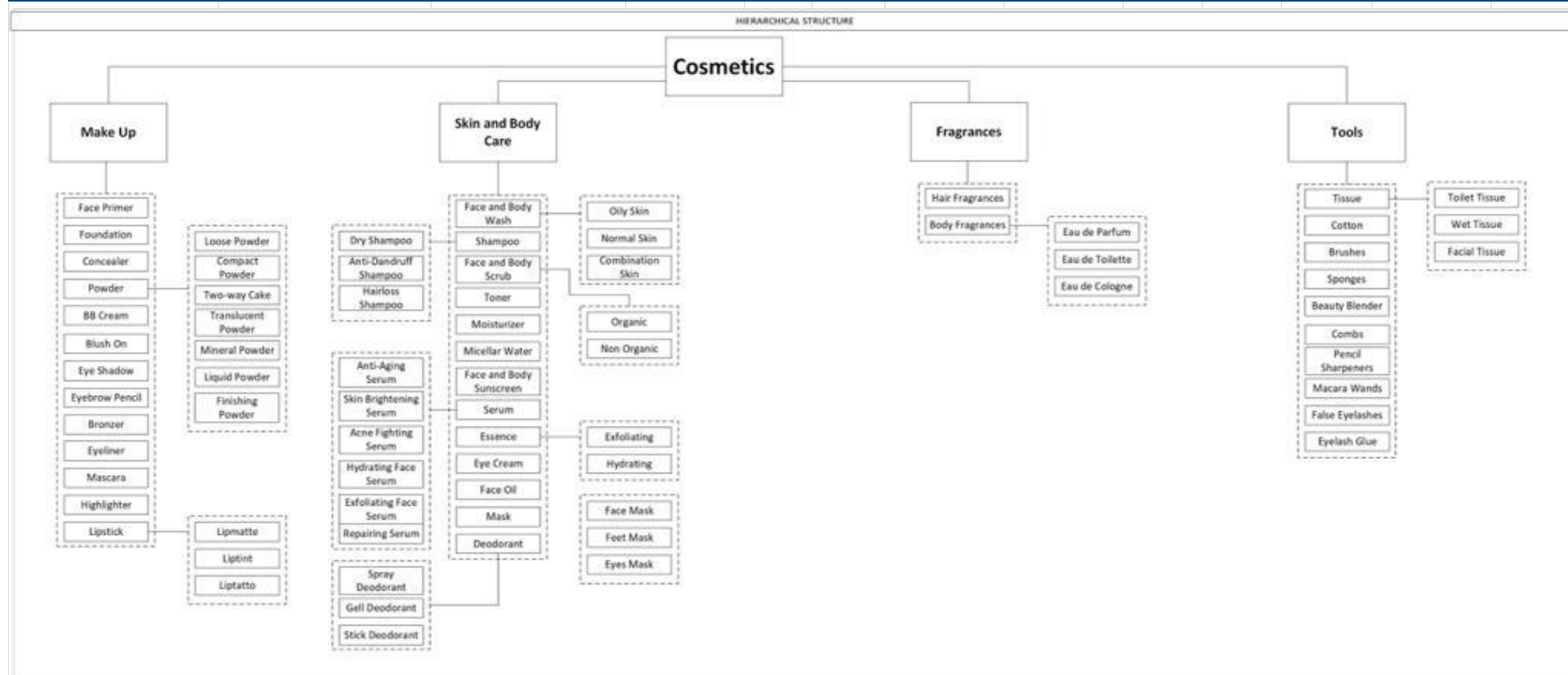


Project by :		Dzikra (015202000081)																	
		Gusti A. A. Dea Kirania. P. ( 015202000055)																	
Project 1 Retail Store: Store Name, Business Tagline, Store Class, Retail Type, Merchandising Mix, Merchandising Type, Product Life-Cycle																			
Store Name		Glow Beauty																	
Business Tagline		Your Beauty Your Own																	
Store Class																			
		Regular		Premium		Executive													
Store Condition	Selling Space	<50m2		40-60m2		>60m2													
	Number of Employees	3-5 person		4-6 person		5-8 person													
	Competition	There is a competitor surrounding		Less than 4 competitors in same building		More than 3 competitors in same building													
	Facilities			Make up bar		Make up class													
	Store Layout	Grid		Herringbone		Free-flow													
Promotion	Promotion Policy	Discount up to 20% special day (depend on situation)		Discount or cashback up to 10% - 50% only for member (depend on situation)		Theme Promotion													
Market	Employee Qualification	Just basic employee with minimum bachelor degree		There must be a Beauty Advisor		There must be a Makeup Artist, Good Looking, Fluent in english													
Store Location		Single Building, Around the residence		In side Mall		In side Mall													
		Jababeka, Cikarang		Denpasar, Bali		Cibubur													
		Badung, Bali		Pondok Indah, Jakarta Selatan															
Retail Type																			
Ownership Status	Chain-store Retailer	One Owner, Many Store																	
Kind of Products	Department Store	Product that use for daily need but depend on need																	
Business Strategy	Convenience Store	Not only sell the product but we have service : make up bar																	
Selling Space	Minimarket	Because <400m2																	
Payment system	Direct Selling	Customer come to the store																	
Merchandising Mix																			
		Narrow variety and Deep assortment																	
		Narrow = we only sell cosmetics																	
		Deep = we provide cosmetics with deep assortment of variants, color, size,...																	
Merchandising Type																			
Staple Merchandise	Regular product or basic need that must be provided in stores : Foundation, Loose powder, Lipstick ,Concealer, BB Cream, Skin and Body care, Tissue, Cotton																		
Assortment Merchandise	A variety product which must be provided to offer options to customer : Blush on, Eyeshadow, Highlighter, Powder (Loose Powder, Compact Powder, Two-way cake powder, Translucent powder, Mineral Powder)																		

Fashion Merchandise	Product that cyclical sales trend due to changing tastes or life style and just one shoot : Hair and Body Fragrance
Seasonal Merchandise	Product sold periodically : Chrismast, Halloween, CNY, Eid, Independence's Day Parcel
Fads Merchandise	Product sold by triggering of technology and unpredictable : Mask

Product Life-Cycle	
Classic Life-Cycle	Make Up, Skin and Body Care, Fragrance, Tools (Product never out-of-date, only a little bit change)
Fads Life-Cycle	Make up brand collab with celebrity (Easy come easy go)
Recurring Life-Cycle	Chrismast, Halloween, CNY, Eid, Independence's Day Make up parcel (Product is reintroduced after some periods vacuum)

### Project 1 : Merchandising Hierarchy



### Project 1 : Merchandising Category

Product			Merchandiser	Number of		Price Point		Store Distribution			Remark
Category	Sub Category	Sub Sub Category		Article	Line	From	To	Regular	Premium	Executive	
Make Up	Face Primer		Dzikra	2	5	Rp116.000	Rp630.000	✓	✓	✓	2 Sizes 5 Colors
	Foundation			4	28	Rp75.000	Rp695.000	✓	✓	✓	4 Types 7 Colors
	Concealer			3	27	Rp115.000	Rp230.000	✓	✓	✓	3 Types 9 Colors
	Powder	Loose Powder		2	10	Rp120.000	Rp370.000	✓	✓	✓	2 Sizes 5 Variants
		Compact Powder		1	3	Rp80.000	Rp599.000	☐	✓	✓	1 Sizes 3 Variants
		Two-way Cake		2	12	Rp79.000	Rp726.000	☐	☐	✓	2 Sizes 6 Variants
		Translucent Powder		2	10	Rp102.000	Rp525.000	☐	☐	✓	2 Sizes 5 Variants
		Mineral Powder		2	4	Rp97.000	Rp545.000	☐	☐	✓	2 Sizes 5 Variants
		Liquid Powder		2	12	Rp99.000	Rp500.000	☐	☐	✓	2 Sizes 6 Variants
		Finishing Powder		2	12	Rp78.000	Rp540.000	✓	✓	✓	2 Sizes 6 Variants
	BB Cream			4	20	Rp155.000	Rp810.000	✓	✓	✓	4 Brands with 5 variants
	Blush On			3	21	Rp50.000	Rp500.000	✓	✓	✓	3 Types 7 Colors
	Eye Shadow			3	27	Rp280.000	Rp700.000	✓	✓	✓	3 Types 9 Colors
	Eyebrow Pencil			2	20	Rp20.000	Rp600.000	✓	✓	✓	2 Types 10 Colors
	Bronzer			3	27	Rp94.000	Rp725.000	✓	✓	✓	3 Types 9 Colors
	Eyeliner			2	20	Rp81.000	Rp347.000	✓	✓	✓	2 Types 10 Colors
	Mascara			5	60	Rp150.000	Rp288.000	✓	✓	✓	5 Shapes with 12 Variants
	Highlighter			3	27	Rp63.000	Rp420.000	✓	✓	✓	3 Types 9 Colors
	Lipstick	Lipmatte		3	27	Rp137.000	Rp595.000	✓	✓	✓	3 Types 9 Colors
		Liptint		3	27	Rp129.000	Rp555.000	✓	✓	✓	3 Types 9 Colors
		Liptattoo		2	12	Rp209.000	Rp585.000	☐	☐	✓	2 Types 6 Colors
	Face and Body Wash	Oily Skin		4	24	Rp187.000	Rp803.000	✓	✓	✓	4 Sizes with 6 Benefits
		Normal Skin		2	12	Rp112.000	Rp850.000	✓	✓	✓	2 Sizes with 6 Benefits
		Combination Skin		2	12	Rp150.000	Rp700.000	✓	✓	✓	2 Sizes with 6 Benefits
	Shampoo	Dry Shampoo		4	24	Rp140.000	Rp590.000	☐	☐	✓	4 Sizes with 6 Benefits
		Anti-Dandruff Shampoo		2	12	Rp40.000	Rp269.000	✓	✓	✓	2 Sizes with 6 Benefits
		Hairloss Shampoo		2	12	Rp60.000	Rp355.000	☐	☐	✓	2 Sizes with 6 Benefits
	Face and Body Scrub	Organic		2	12	Rp123.000	Rp400.000	☐	☐	✓	2 Sizes with 6 Benefits
		Non Organic		2	12	Rp203.000	Rp864.000	☐	✓	✓	2 Sizes with 6 Benefits
	Toner			3	24	Rp130.000	Rp699.000	☐	✓	✓	3 Ingredients with 8 variants
	Moisturizer			3	24	Rp100.000	Rp725.000	✓	✓	✓	3 Ingredients with 8 variants
	Face and Body Sunscreen			5	30	Rp52.000	Rp979.000	☐	✓	✓	5 size with 6 benefits
		Anti-Aging Serum		2	12	Rp139.000	Rp800.000	☐	✓	✓	2 Ingredients with 6 variants
		Skin Brightening Serum		2	12	Rp90.000	Rp255.000	✓	✓	✓	2 Ingredients with 6 variants

Skin and Body Care	Serum	Acne Fighting Serum	Dea	2	12	Rp165.000	Rp345.000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2 Ingredients with 6 variants
		Hydrating Face Serum		2	12	Rp140.000	Rp388.000	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2 Ingredients with 6 variants
		Exfoliating Face Serum		2	12	Rp154.000	Rp800.000	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2 Ingredients with 6 variants
		Repairing Serum		2	12	Rp189.000	Rp745.000	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2 Ingredients with 6 variants
	Essence	Exfoliating		3	12	Rp135.000	Rp750.000	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3 Ingredients with 4 Variants
		Hydrating		3	12	Rp145.000	Rp825.000	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3 Ingredients with 4 Variants
	Eye Cream			2	16	Rp117.000	Rp634.000	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2 Ingredients with 8 Variants
	Face Oil			4	20	Rp295.000	Rp899.000	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4 Size with 5 Variants
	Mask	Face Mask		3	24	Rp20.000	Rp145.000	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	3 Shapes with 8 Variants
		Feet Mask		3	18	Rp67.000	Rp89.000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3 Shapes with 6 Variants
		Eyes Mask		2	18	Rp90.000	Rp865.000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2 Shapes with 9 Variants
	Deodorant	Spray Deodorant		2	12	Rp23.000	Rp209.000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2 Ingredients with 6 variants
Gell Deodorant		2		12	Rp17.000	Rp170.000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	2 Ingredients with 6 variants	
Stick Deodorant		2		12	Rp29.000	Rp130.000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2 Ingredients with 6 variants	
Fragrance	Hair Fragrance			2	16	Rp49.000	Rp280.000	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2 Shapes with 8 Variants
	Body Fragrance	Eau de Parfum		4	20	Rp130.000	Rp520.000	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4 Sizes 5 Variants
		Eau de Toilette		4	20	Rp130.000	Rp520.000	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4 Sizes 5 Variants
		Eau de Cologne		4	24	Rp130.000	Rp520.000	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4 Sizes 6 Variants
Tools	Tissue	Toilet Tissue		2	8	Rp10.000	Rp45.000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2 Ingredients with 4 Variants
		Wet Tissue		2	8	Rp12.000	Rp37.000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2 Ingredients with 4 Variants
		Facial Tissue		2	8	Rp10.000	Rp50.000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2 Ingredients with 4 Variants
	Cotton			2	8	Rp14.000	Rp89.000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2 Ingredients with 4 Variants
	Brushes			2	30	Rp34.000	Rp490.000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2 Sizes with 15 shapes
	Sponges			3	18	Rp14.000	Rp170.000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	3 Shapes with 6 Variants
	Beauty Blender			3	18	Rp98.000	Rp245.000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3 Shapes with 6 Variants
	Combs			2	12	Rp24.000	Rp102.000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2 Shapes with 6 Variants
	Pencil Sharpeners			3	15	Rp12.000	Rp34.000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3 Shapes 5 Colors
	Mascara Wands			4	24	Rp12.000	Rp90.000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	4 Shapes with 6 Variants
	False Eyelashes			3	18	Rp45.000	Rp171.000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	3 Shapes with 6 Variants
	Eyelash Glue			3	18	Rp15.000	Rp95.000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3 Shapes with 6 Variants

## Project 1 : Brand Structure

Product		Brand Structure									
Category	Sub Category	Good	Better	Best							
	Face Primer	Focallure	YSL	Dior							

<b>Face Care</b>	Foundation	Maybelline	YSL	Dior						
	Concealer	Maybelline	Nars	NYX						
	Loose Powder	Make Over	Nars	NYX						
	BB Cream	Maybelline	Nars	Dior						
	Blush On	Focallure	CoverGirl	NYX						
	Eye Shadow	Make Over	Nars	NYX						
	Eyebrow Pencil	Etude House	Bobbi Brown	NYX						
	Bronzer	Make Over	Bobbi Brown	Dior						
	Eyeliner	Maybelline	Urban Decay	NYX						
	Mascara	Maybelline	Bobbi Brown	Rimmell						
	Highlighter	Focallure	Nars	Rimmell						
	Lipstick	Maybelline	Nars	Dior						
<b>Skin and Body Care</b>	Face and Body Wash	Nature Republik	Urban Decay	Mary Kay						
	Shampoo	L'oreal	Tresemme	Bath and Body Works						
	Face and Body Scrub	Cetaphil	Victoria secret	Mary Kay						
	Toner	Etude House	Madagaskar	SKII						
	Moisturizer	Nature Republik	Leneige	SKII						
	Micellar Water	Garnier	Innisfree	Mary Kay						
	Face and Body Sunscreen	Nivea	Leneige	Mary Kay						
	Serum	Etude House	Leneige	SKII						
	Essence	Etude House	Leneige	SKII						
	Eye Cream	Etude House	Leneige	SKII						
	Face Oil	L'oreal	Leneige	SKII						
	Mask	Nature Republik	Innisfree	SKII						
<b>Fragrance</b>	Deodorant	Nivea	Body Shop	Sebamed						
	Hair Fragrance	Makarizo	Victoria secret	Mary Kay						
<b>Tools</b>	Body Fragrance	HMNS	Victoria secret	Dior						
	Tissue	A	B	C						
	Cotton	No Brand	No Brand	No Brand						
	Brushes	No Brand	No Brand	Better						
	Sponges	No Brand	No Brand	No Brand						
	Beauty Blender	No Brand	No Brand	Better						
	Combs	No Brand	No Brand	No Brand						
	Pencil Sharpeners	No Brand	No Brand	No Brand						
	Macara Wands	No Brand	No Brand	Better						
	False Eyelashes	No Brand	No Brand	No Brand						
	Eyelash Glue	No Brand	No Brand	No Brand						