

Analysis of PHYTO
into NetEase Kaola

XUE Di

Content



Brand introduction of PHYTO

Industry analysis of Toiletries

Competitive analysis

SWOT analysis of PHYTO

Operational plans

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- *Operational plans*

Brand introduction of PHYTO

"GRANDS PRIX AVANTAGES DELA BEAUTE" in France

Laboratory CNRS + SAINT-LOUIS

Idea : Using the science of Plants

Salon – Subdivided functional products

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Brand introduction of PHYTO

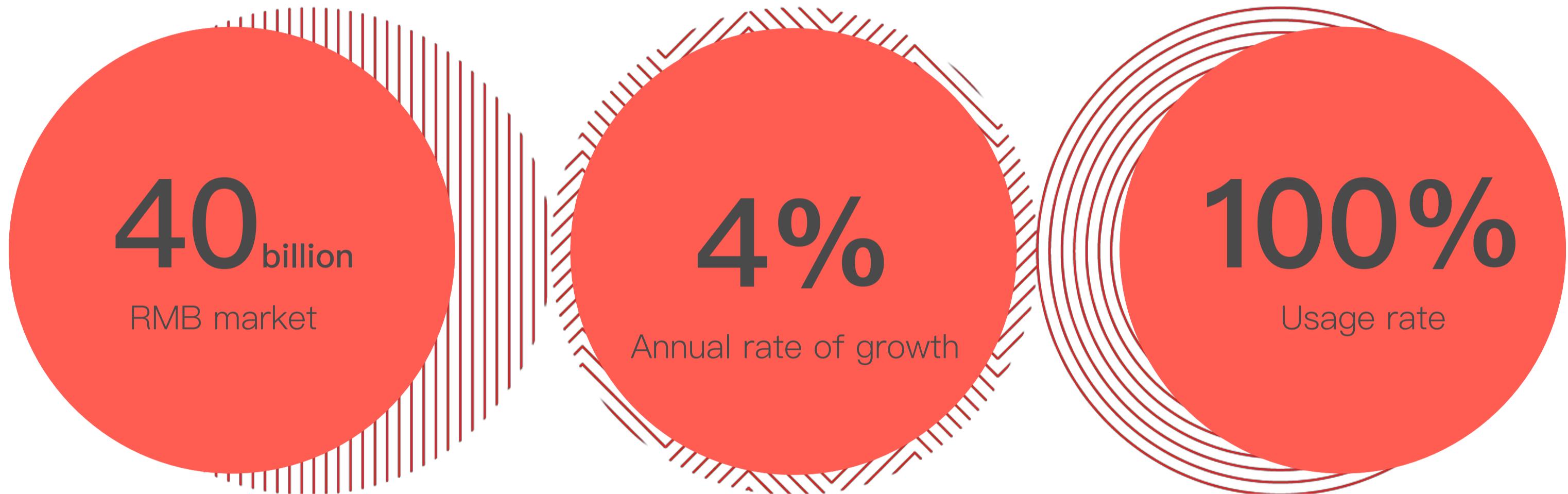
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Industry analysis of Toiletries



Customer analysis



Tendency of Future products

More and more functional products

Serum

Hair care essential oil

Capsule for force croissance volume

No longer basic care, but a truely care

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Product	Core competitiveness	Notes number in Xiaohongshu	Fans in Tianmao	Daily average Baidu search index
Kerastase	A number of cutting-edge technologies	15000	1250000	724
KLORANE	Pure natural plant extract, mild and non-irritating	2571	284000	169
SEEVOUNG	Silicone-free hair care	1724	2010000	1258
RYO	Korean fermentation system	41000	674000	1329
Rejoice	Supple, fragrance care	2969	7400000	608



Conclusion of competitive analysis

The word of mouth in the market is very important

Marketing and sales methods are very important: group purchase, pre-sale

Core competitiveness & Rejection of popularization

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Internal

Advantage

Quality

Price

Package

Diversity

Disadvantage

Popularity of Brand

Low-key's brand

Capacity per bottle

Long treatment time

External

China's market

User's real needs

Diversification of sales channels

NetEase Kaola

Consumer curiosity

Many products of the same type

Online sales only

Price comparasion

A lot of merchants selling

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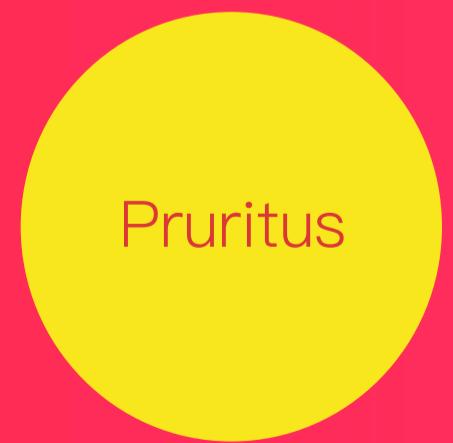
SWOT analysis of PHYTO

● *Operational plans*

Market condition

85%

of netizens search for scalp health related issues on Baidu



Resources from baidu data, the size of the circle represent the severity level

Marketing goal

Improve the exposure and sales of the brand in the
Netease Kaola

Build the product's image – PHYTO, expert of hair care

Marketing Timeline

Investment period

Let consumers know PHYTO

Enhanced exposure: Let the stars

Live video when purchasing

Capsule for grow hair

Serum for grow hair

Growth period

Try to reach the user again
Cooperation with KOL star
Keeping exposure

Maturity

Let users know that
Netease kaola is selling
PHYTO



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Thank you

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