**🧴 Feasibility Study Plan – Skincare Brand**

**1. Executive Summary**

* Short overview of your brand idea (e.g., “Natural, science-backed skincare for young professionals”)
* Mission & vision
* Core values (clean beauty, eco-friendly, cruelty-free, affordable luxury, etc.)

**2. Market Analysis**

* **Industry overview**: Size of the global and local skincare market, growth trends.
* **Target market**: Define your customer segments (age, gender, lifestyle, income, skin concerns).
* **Customer needs**: Sensitivities (acne, dryness, anti-aging), demand for natural/organic products.
* **Competitor analysis**:
  + Key competitors (local & international)
  + Price positioning
  + Strengths/weaknesses
* **Market gap**: Where your brand fits (e.g., affordable clean skincare for Gen Z, luxury minimalistic line, men’s skincare, etc.).

**3. Product & Services**

* Product range (serums, cleansers, moisturizers, sunscreen, masks, etc.)
* Unique selling propositions (USPs):
  + Natural/organic ingredients
  + Dermatologist-tested formulas
  + Eco-friendly packaging
  + Subscription boxes or skin quiz personalization
* Potential add-on services: Skin consultation, online skin quiz, educational content.

**4. Technical & Operational Feasibility**

* **Formulation**: In-house R&D vs outsourcing to a contract manufacturer (OEM/ODM).
* **Production requirements**: Lab certification, GMP compliance, dermatology testing.
* **Packaging**: Sustainable, minimal, recyclable.
* **Suppliers**: Raw materials, packaging vendors, logistics.
* **Distribution channels**:
  + Direct-to-consumer (website, app)
  + Online marketplaces (Amazon, Sephora, local equivalents)
  + Offline (pharmacies, beauty stores, salons).

**5. Financial Feasibility**

* **Startup costs**:
  + R&D & formulations
  + Packaging design & production
  + Certifications & regulatory compliance
  + Website/e-commerce setup
  + Marketing & branding
  + Working capital (inventory, salaries, logistics).
* **Revenue streams**:
  + Product sales (online/offline)
  + Subscriptions (monthly skincare kits)
  + Collaborations with influencers/salons.
* **Pricing strategy**: Premium, mid-range, or mass-market.
* **Break-even analysis**: How long until sales cover initial investment.
* **Funding options**: Self-funded, investors, bank loans, crowdfunding.

**6. Marketing & Sales Feasibility**

* **Brand identity**: Name, logo, design language.
* **Promotion**: Social media, influencers, content marketing (TikTok skincare tips, Instagram reels, YouTube routines).
* **Sales strategy**: Pre-orders, bundle deals, subscription kits.
* **Customer loyalty**: Rewards programs, refill packs, personalized recommendations.

**7. Legal & Regulatory Feasibility**

* Cosmetics regulations (FDA, EU, or your local health authority).
* Ingredient restrictions & labeling compliance.
* Trademark registration for your brand name & packaging.
* Import/export rules (if sourcing internationally).

**8. Risk Analysis**

* Market saturation (competition is very high).
* Regulatory delays in approval.
* Supply chain risks (raw materials, packaging shortages).
* Customer trust (need strong credibility, reviews, dermatologist backing).
* Mitigation: Backup suppliers, strong brand transparency, insurance.

**9. Conclusion & Recommendations**

* Is the skincare brand **viable financially and operationally**?
* What’s the **minimum viable product (MVP)** you can launch (e.g., 3 hero products first)?
* Suggested **launch roadmap** (e.g., Start online D2C, then expand to retail).