**PAPER**

**Studi Kasus NBCC**

**“LABORÉ Sensitive Skin Care”**

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**FOREWORD**

Assalamu’alaikumWr. Wb.

All thanks to Allah SWT who has given us ease so we can complete the case study paper entitled “LABORÉ Sensitive Skin Care”. Without His help, we would not be able to finish this paper. Shalawat and greetings abundantly poured out to the Prophet Muhammad SAW whom we have been waiting to intercede in the afterlife.

We wrote this paper to fulfill a paper for the Binus Business Case Competition 2024. And don’t forget to Thank you our supervisor Mr. Moh. Aminollah Hamzah, S.Kom., M.Kom who has provided guidance and direction during our process of writing this paper. We also would like to thank the family and friends who have provided us with moral and material support. Finally, I hope this paper can be useful for readers who want to understand more deeply about “LABORÉ Sensitive Skin Care”. If there is an error in writing; or any discrepancies in the material we raise in the paper, we apologize. We realize that this paper is far from completely perfect, therefore we hope for constructive criticism and suggestions for the sake of improving this paper in the future.

Wassalamu’alaikumWr. Wb

Pamekasan, June 12, 2024

Writer

**CHAPTER 1**

**INTRODUCTORY**

* 1. **Background**

In this modern era, public awareness of the importance of increasing. However, for individuals with sensitive skin problems, finding safe and effective care products is often a challenge. Any reaction like redness, irritation, and itching are common problems, faced with those sensitive skin. Therefore, the need for skin care products specifically designed for sensitive skin is becoming increasingly important.

LABORÉ Sensitive Skin Care, a skincare brand produced by ParagonCrop, is here to answer this need. With a focus on gentle, hypoallergenic formulations, LABORÉ offers a range of products specifically designed to protect and care for sensitive skin. Since its launch several years ago, LABORÉ has succeeded in gaining consumers and has become one of the leading brands in the skincare segment for sensitive skin.

This paper will explore the LABORÉ Sensitive Skin Care case study as an example of success in marketing skin care products for a specific market segment. We will analyze the marketing strategy implemented by ParagonCrop, starting from market segmentation to the marketing mix used. In addition, we will also identify the factors that contributed to LABORÉ’s success in meeting the needs of consumers with sensitive skin.

An in-depth understanding of the marketing strategies implemented by LABORÉ Sensitive Skin Care can provide valuable insight for the skin care industry, especially for the skin care industry, especially for companies that want to enter similar market segments or develop products for sensitive skin. By analyzing these case studies, we can learn important lessons about how to build successful brands and meet specific consumer needs in this increasingly competitive industry.

* 1. **PROBLEM FORMULATION**

To understand effective marketing strategies for skin care products for sensitive skin, this paper will answer the following questions:

1. How does ParagonCorp identify and understand the specific needs of consumers with sensitive skin?
2. What is the uniqueness and advantage of the LABORÉ Sensitive Skin Care product formulation that makes it suitable for sensitive skin?
3. What segmentation, targeting, and positioning strategies does ParagonCorp implement in marketing LABORÉ Sensitive Skin Care?
4. What are the elements in the marketing mix (4P: product, price, promotion, place) that ParagonCorp uses to market LABORÉ effectively?
5. What factors contributed to LABORÉ’s success in serving the needs of consumers with sensitive skin?
6. What are the main challenges that ParagonCorp has in marketing skin care products for sensitive skin?
7. What strategy recommendations can be given to increase the marketing success of LABORÉ Sensitive Skin Care in the future?

By answering these questions, this paper is expected to provide in-depth insight into effective marketing strategies for skin care products for market segments with special needs, such as consumers with sensitive skin. This understanding could be useful for other companies looking to enter a similar market or develop products for sensitive skin.

* 1. **RESEARCH PURPOSE**

Based on the problem formulation that has been described, this research has several main objectives, namely:

1. Analyze and understand the strategy implemented by ParagonCorp in identifying and meeting the specific needs of consumers with sensitive skin through LABORÉ Sensitive Skin Care products.
2. Examine the formulation and uniqueness of LABORÉ Sensitive Skin Care products which make them suitable for use on sensitive skin.
3. Evaluate the segmentation, targeting, and market positioning strategies used by ParagonCorp in marketing LABORÉ Sensitive Skin Care.
4. Explore the Elements in the marketing mix (4P: product, price, promotion, place) that ParagonCorp applies to promote and distribute LABORÉ effectively.
5. Identify the key factors that contributed to LABORÉ’s success in serving the needs of consumers with sensitive skin and achieving significant market share.
6. Asses the main challenges faced by ParagonCorp in marketing skin care products for sensitive skin and how these challenges were overcome.
7. Provide recommendations for marketing strategies that ParagonCorp and other similar companies can implement to increase the success of marketing skin care products for sensitive skin in the future.

By achieving these goals, this research is expected to provide valuable insights for the skin care industry, especially about effective marketing strategies for products targeted at consumer segments with special needs, such as sensitive skin. This understanding can help companies develop and market skin care products that suit consumers’ specific needs.

* 1. **BENEFITS FOR WRITERS AND READERS**

Benefits for writers:

1. Gain an in-depth understanding of the skin care industry, especially the sensitive skin segment. Writers can dig up information about market trends, consumer preferences, and effective marketing strategies in this industry.
2. Explain research and analysis skills. Writing case studies requires the ability to collect data from multiple sources, analyze information critically, and present findings in an engaging and structured format.
3. Improve your ability to write quality case studies. Writers can be skilled at telling a company’s story, identifying key problems, and providing helpful recommendations.
4. Build a reputation as an expert in skin care or marketing management. A good case study can help the author be known as a credible and experienced source of information.

Benefits for readers:

1. Gain valuable insight into the marketing and product development strategies implemented by ParagonCorp for LABORÉ Sensitive Skin Care products. Readers can learn how companies identify market opportunities, adapt products to consumer needs, and overcome challenges in the industry.
2. Explore best practices and lessons learned that can be applied to similar businesses or industries. Case studies provide real-world examples of what works and don’t work in marketing and product development strategies.
3. Understand the importance of market research and customer segmentation. This case study can provide insight into how ParagonCorp identified the sensitive skin segment and tailored products and marketing strategies to the segment’s specific needs.
4. Following the latest developments in the skin care industry, especially for the sensitive skin segment. Readers can learn about the latest trends in consumer preferences, safe raw materials, and product innovation in the industry.
5. Analyze case studies as learning materials or references in business, marketing, or management classes. Quality case studies can be used as interesting teaching material and provide real examples from the business world.

Overall, the “Workforce Sensitive Skin Care” case study paper can be of great benefit to authors in enhancing their skills and reputation, as well as to readers who wish to gain valuable insight into marketing strategies, product development, and skin care industry trends.

**CHAPTER 2**

**RESEARCH METHODOLOGY**

The methodology used to analyze the marketing strategy of LABORẺ Sensitive Skin Care. This research aims to provide an in-depth understanding of the factors that support the success of this brand in the skin care product market for sensitive skin.

**2.1 RESEARCH DESIGN**

This research adopts a qualitative approach with case studies as the main method. This approach was chosen to allow researchers to explore in depth the marketing strategies implemented by ParagonCrop in marketing LABORẺ products. The case study allowed the researcher to gain in-depth insight into the specific context, challenges, and opportunities faced by this brand in the skin care industry.

**2.2 DATA COLLECTION TECHNIQUES**

Data collection methods used include:

1. In-depth Interviews: Conducted with related parties at ParagonCrop, such as marketing managers and product developers, to gain a direct understanding of the marketing strategy, objectives, and implementation of the strategies implemented.
2. Document Analysis: Study a company’s internal documents including market research reports, marketing strategies, product plans, and promotional materials to gain a comprehensive perspective on marketing strategy planning and execution.
3. Survey: Online survey of consumers who use LABORẺ products to collect data on their perception, preferences, and experiences with these products. This survey aims to identify factors that influence market acceptance and consumer satisfaction.

**2.3 DATA ANALYSIS**

The qualitative data collected will be analyzed thematically. This approach will help in identifying key patterns, significant findings, and relationships between data that emerge from interviews, document analysis, and surveys. This analysis will lead to a deeper understanding of how certain factors contribute to LABORẺ’s success in the skin care products market for sensitive skin.

**2.4 VALIDITY AND RELIABILITY**

Data validity will be strengthened through triangulation of different data sources (interviews, document analysis, and surveys). By using a systematic approach in data collection and analysis, and by selecting relevant participants and informants who have in-depth knowledge, the reliability of the analysis will be maintained.

**2.5 RESEARCH ETHICS**

This research will comply with the principles of research ethics which include the validity of information provided by participants, maintaining data confidentiality, and using data by the permission given. All forms of participation and use of data will be carried out taking into account the rights and welfare of research subjects.

**2.6 FRAMEWORK OF THOUGHT**

This research will refer to relevant marketing theories, such as market segmentation theory, product differentiation, marketing strategy, and consumer behavior within the context of a competitive skin care product market. This framework will be used as the basis for analyzing findings and interpreting research results.

**CHAPTER 3**

**RESULTS AND DISCUSSION**

This chapter deeply explores the findings from the research on the marketing strategies of LABORE Sensitive Skin Care. The primary focus is to identify key factors contributing to the success of this brand in the sensitive skin care products market. A comprehensive analysis of these findings will provide a profound understanding of how marketing strategies and brand management can influence LABORE’s position in this competitive industry.

**3.1 FINDINGS FROM IN-DEPTH INTERVIEWS**

In-depth interviews with stakeholders at ParagonCorp yielded significant findings regarding LABORE Sensitive Skin Care marketing strategies:

1. Market Segmentation Strategy:

LABORE consistently adopts a specific segmentation strategy, targeting consumers with sensitive skin prone to allergic reactions and irritation.

1. Focus on Safety and Quality:

Their approach to hypoallergenic product formulations and the use of natural ingredients has been a key differentiator in a market often filled with products containing harsh chemicals.

1. Products Innovation:

Strategies focusing on scientific research and positive responses to the trend of using natural ingredients have been major drivers in meeting consumer expectations.

**3.2 ANALYSIS OF INTERNAL DOCUMENTS AND MARKET RESEARCH REPORTS**

Analysis of internal company documents and market research reports provides further insights into LABORE’s strategic planning and marketing implementation:

1. Promotion and Communication Strategy:

Integrated marketing approaches, including traditional and digital media usage, have helped build strong brand awareness and increase market share.

1. Campaign Performance Evaluation:

Regular evaluation of campaign performance, both in terms of ROI (return on investment) and its impact on brand awareness and consumer preference, forms the foundation for more effective marketing strategies in the future.

1. Competitive Analysis:

Continuous efforts to monitor the market and understand competitors’ moves have enabled LABORE to remain relevant and competitive in a rapidly evolving market segment.

**3.3 FINDINGS FROM CONSUMERS SURVEYS**

Surveys conducted among LABORE consumers provided valuable insight into consumer perceptions and experience with the products:

1. Consumer Satisfaction:

High levels of satisfaction with LABORE product quality, especially in addressing skin sensitivity issues such as redness and itching.

1. Brand Loyalty:

High consumer loyalty and positive recommendations for LABORE products demonstrate the effectiveness of marketing strategies and strong consumer trust.

**3.4 DISCUSSION OF THE FINDINGS**

A thorough discussion of the findings delves into various critical aspects influencing LABORE’s success in the skincare market:

1. Marketing Strategy Success:

Key factors such as precise market segmentation, product differentiation, and effective communication strategies have played crucial roles in positioning LABORE as a market leader in sensitive skin care products.

1. Implications for the Industry:

The impact of LABORE’s marketing strategies on skincare industry standards, including the push for product innovation and increased awareness of the importance of safe and effective formulations.

**3.5 RECOMMENDATIONS FOR THE FUTURE**

Based on the in-depth analysis of findings and previous discussions, several recommendations are provided to strengthen LABORE’s market position and enhance its competitive edge:

1. Improving Marketing Strategies:

Optimizing social media usage, enhancing digital campaigns, and exploring collaboration opportunities with influencers.

1. Product Development:

Using consumer feedback to develop new, more innovative products that are responsive to the evolving market needs.

**CHAPTER 4**

**CONCLUSION**

Through an exploration of the factors that contributed to this brand’s success in the skin care products market for sensitive skin, we can draw important conclusions to understand how effective marketing strategies can influence a brand’s position in this competitive industry.

**4.1 Conclusion from the results of this research, several key points can be concluded:**

1. Proper Market Segmentation:

Clear segmentation of consumers with sensitive skin has been the main foundation for LABORÉ’s success. This focus on consumers’ specific needs problems allows brands to develop products that closely match market expectations.

1. Product Differentiation Strategy:

LABORÉ’s approach to developing hypoallergenic formulations using natural ingredients has differentiated it from competitors in the market. This not only increases product safety but also strengthens the brand’s image as a safe and effective option for sensitive skin.

1. Communication and Branding: marketing strategies that focus on educating consumers about product benefits and commitment to quality have succeeded in building high trust and strong consumer loyalty to the brand.

**4.2 Suggestions based on the above findings and conclusions, several strategic suggestions are provided to maintain and improve LABORÉ position in the market:**

1. Strengthening Digital Strategy:

Optimizing online presence through more aggressive digital campaigns, including the use of social media, influencer campaigns and educational content to build awareness and direct connections with potential consumers.

1. Continuous Product Innovation:

continue to drive product research and development to expand LABORÉ portfolio, including response to new consumer needs trends and the use of the latest technologies in product formulations.

1. More Accurate Performance Measurement:

Conduct regular evaluations of marketing campaign performance and systematically measure consumer satisfaction levels to identify areas of improvement and further growth opportunities.

**4.3 Implications and relevance**

this research not only provides insight into how marketing strategies contribute to LABORÉ’s success, but also has broader implications for the skin care industry as a whole. By understanding increasingly complex market dynamics and consumer behavior, companies can learn valuable lessons to improve their competitiveness and business sustainability in the future.

**4.4 Final Thoughts**

This research has revealed that the success of LABORÉ Sensitive Skin Care is not a coincidence, but the result of a mature marketing strategy, focus on product quality, and effective communication with consumers. By continuing this approach and integrating relevant recommendations, LABORÉ can maintain its position as a market leader in skincare for sensitive skin, while continuing to meet consumers’ increasingly higher expectations.