**PAPER**

**Studi Kasus NBCC**

**“LABORÉ Sensitive Skin Care”**

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**FOREWORD**

Assalamu’alaikum Wr. 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’alaikum Wr. 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 doesn’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.