**PAPER**

**Studi Kasus NBCC**

**“LABORÉ Sensitive Skin Care”**

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Disusun Oleh Team Four Madurese:

Defilia Fatikasari (2022020100042)

Yoga Septian Dwi Pratama (2022020100040)

Eka Febriyanti Kholifah (2022020100041)

Eka Nur Andini (2022020100005)

**FACULTY OF ENGINEERING**

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**FOREWORD**

Assalamu’alaikum Wr. Wb.

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

We wrote this paper to fulfill an assignment from the Binus Business Case Competition 2024. And don’t forget to Thank you to our supervisor Mr. Moh. Aminollah Hamzah, S.Kom., M.Kom who has provided guidance and direction during the process of writing this paper. We also would like to thank the family and friends who have provide moral and material support to us. 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 this, we apologize. We realize that this paper is far from complete perfect, therefore we really 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, finding safe and effective care products is often a challenge. Reaction such as redness, irritation, and itching are common problems faced by those with sensitive skin. Therefore, the need for skin care products specifically designed for sensitive skin is becoming increasingly important.

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

In this paper, we 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 contribute 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 the elements in the marketing mix (4P: product, price, promotion, place) that ParagonCorp uses to market LABORÉ effectively?
5. What factors contribute to LABORÉ’s success in meeting the needs of consumers with sensitive skin?
6. What are the main challenges faced by ParagonCorp 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.