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APRODITÉ
BEAUTY IS ETERNAL

aprodité

Our Pitch Deck



The Problem

Consumers face deceptive marketing and exorbitant* prices from beauty brands, seeking transparency and fair pricing in the skincare industry.

Low Quality

Products do not even meet safety norms and are of low quality.

Chemicals

Products are produced utilizing various chemical solutions.

High Prices

Beauty products are typically priced premium on the market.

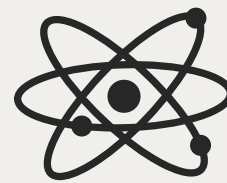
*Exorbitant: (of a price or amount charged) unreasonably high.

The Solution

We provide honest, affordable skincare, debunking industry myths with transparent practices, ensuring every customer gets true beauty value.



We offer top grade items with full safety requirements certificates.

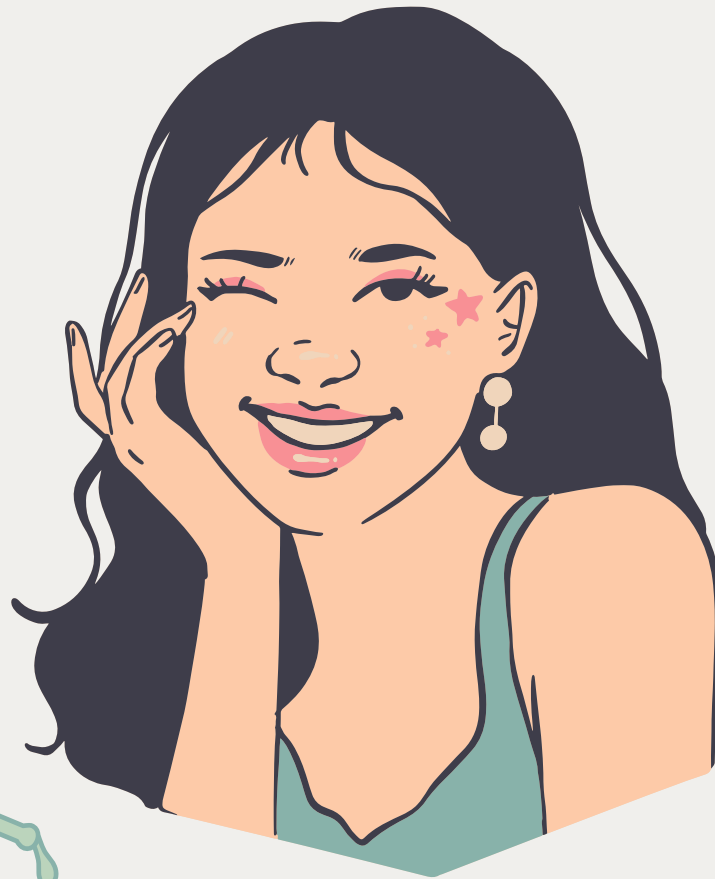


We produce all-natural skincare products without utilizing any chemicals.



We provide the greatest prices in the beauty and natural products industry.

Target Audience



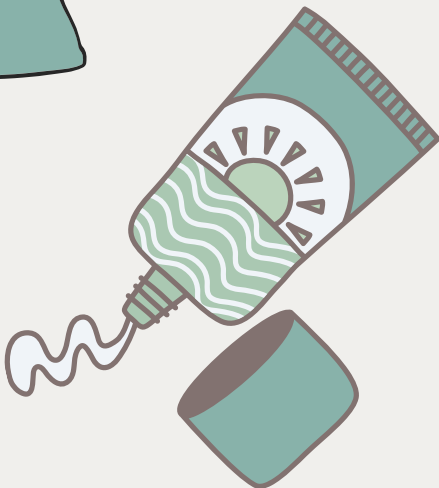
Young Adult



Man / Woman



Elderly



We are targeting individuals of various ages, genders, ethnicities, and backgrounds seeking diverse skincare solutions—catering to everyone's unique beauty needs.



SWOT Analysis

Strength

Price range and high-quality products
Excellent client service.
A wide product range.
Natural and chemical-free range.

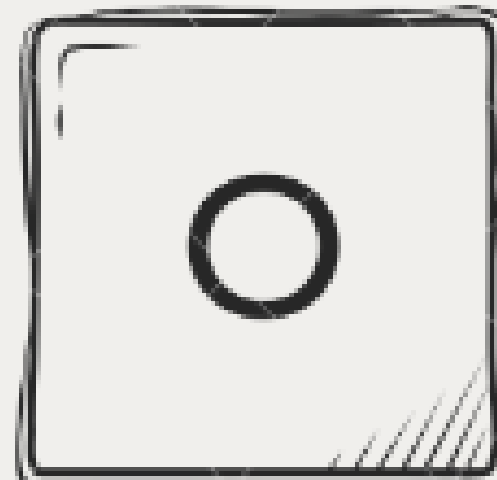


Weakness

Limited diversity.
Negative publicity.
High employee turnover.

Opportunity

Product Diversification.
Green lifestyle opportunities.



Threats

Changing customer preferences.
Increased the number of players.
New technology.



Go-To-Market Strategy

A few of our marketing strategies...

STRATEGIC PARTNERSHIPS

CUSTOMER LOYALTY PROGRAMS

DIGITAL MARKETING DOMINANCE

LIMITED EDITION RELEASES



Competitive Advantages

Redefining Beauty Standards through Innovation, Transparency, and Consumer-Centric Solutions.

Transparency and Ethics

Diverse Product Range

Affordability without Compromise

Customer Education

Online Accessibility

Innovative Ingredients or Formulas

Limited Edition Releases

Sustainability and Eco-Friendliness

Customer-Centric Approach

Innovative Packaging

Customer Loyalty Programs

Our Team



(ONLY THE 2 GIRLS IN BLACK AND WHITE)

Ggwendolynn

(2nd from the left)
UI/UX Designer
Front-end Developer

Daphne

(Far right)
Back-end Developer

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Feel Free to Ask Qns!

We welcome your feedback~

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WEBSITE

https://github.com/gwxnythh/FED_aprodite_website