**1. USA market**

INSTYTUTUM competitors on US market are represented in next retail and department stores: Sephora, Nordstrom, Macy's, SpaceNK, Blue Mercury , Ulta beauty, Bloomingdale. So this stores could be interesting for INSTYTUTUM.

Nowadays online stores play important role in beauty products sales, so I think some attention also should be payed to stores like b-glowing.com, birchbox.com, dermstore.com, skinstore.com, asos.com. Beauty products from most online stores can be delivered not only to US customers but to worldwide buyers.

**EU market**

Talking about EU market I should mention that only few retail stores that can be interesting for INSTYTUTUM are represented in most European countries, like Sephora, Douglas. A lot of skin care retail stores are placed only in one European country like Harvey Nichols SpaceNK in Great Brittan.

Of course there is a range of online retailers that sell skin care products and can carry INSTYTUTUM products to buyers, such as cultbeauty.co.uk, net-a-porter.com, skinstore.com, revolve.com, niche-beauty.com.

**2. Delivery from warehouse in Germany to the USA.**

First of all, I have to specify all delivery details:

- pickup and delivery place

- goods weight, measurement, packing details, special storage and delivery conditions, if there are any (like temperature, light influence, etc.)

- required delivery time /deadline

- required documents list for customs (export and import).

After I will send request to logistic company (or companies if there are no transport company that we are working regularly with).

After price and terms confirmation, signed agreement with logistic company I will send email to a warehouse in Germany to prepare loading for agreed date and I will inform warehouse in USA about estimate delivery date.

I will ask warehouse responsible person at delivery point to check carefully if during transportation quality and packing of goods were preserved.

**Letter to logistic company.**

*Dear Sirs,*

*We are looking for a transport company to arrange delivery of our goods from Germany to USA.*

*Here are cargo and transportation details:*

*- pickup /delivery place …*

*- weight.., number of packages… size…*

*- additional requirements:…*

*Could you please send us offer and specify delivery terms and prices.*

*Your soonest reply will be highly appreciated.*

*Best regards,*

*Liubov Kutsan*

**3 Creative boxes for influencer mailings in the USA**

Prices for creative boxes with original design depends on many factors, such as size, quality of materials, quantity, etc.

Usually MOQ starts from 30-50pc and can be produces and delivered in 2-4 weeks.

Below you can find some calculation for box production in EU and USA (depends from which warehouse/ office will be made delivery for US influencer). Let’s assume we need 100 boxes.



