

Environmental Analysis

Co-Sub

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Our Item : Co-Sub

1. Our Item About Co-Sub

Motivation

What is personal color?

: Color that best matches the color of the individual's body



1. Our Item

About Co-Sub

Motivation

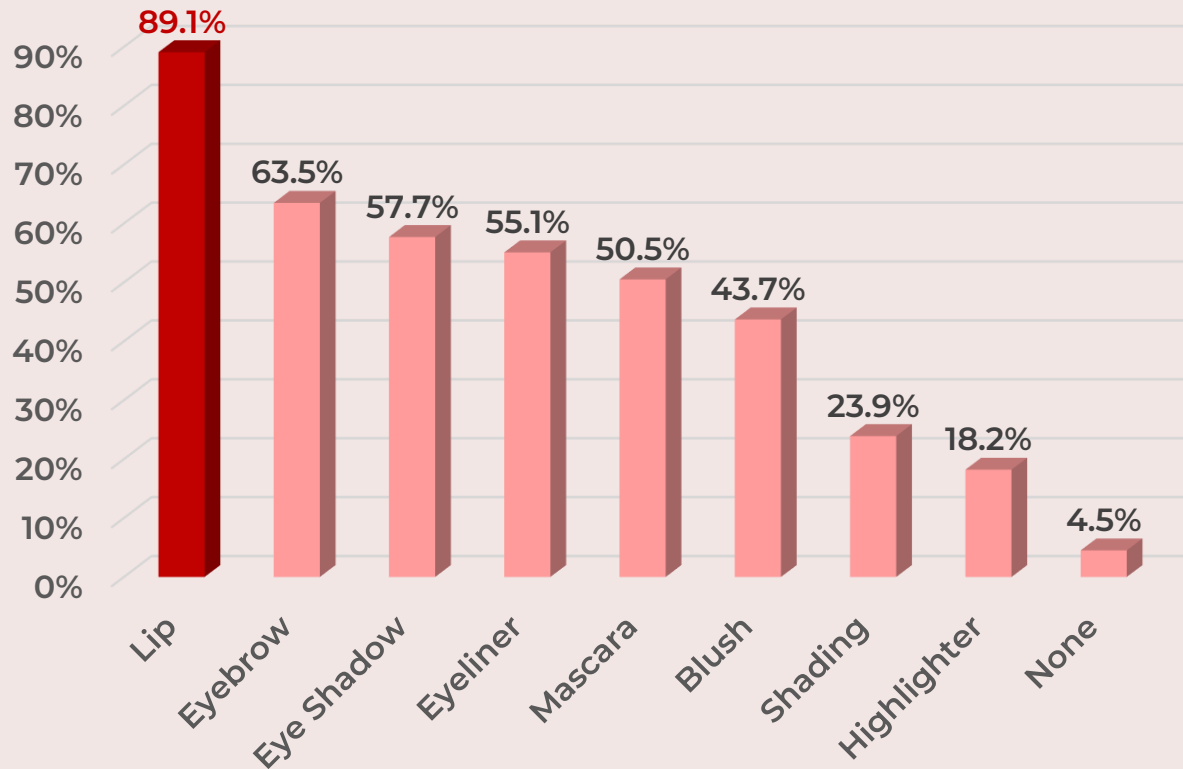


Personal color can help people to **makeup very suitable**.

1. Our Item About Co-Sub

Motivation

What You Focus the Most on Makeup?



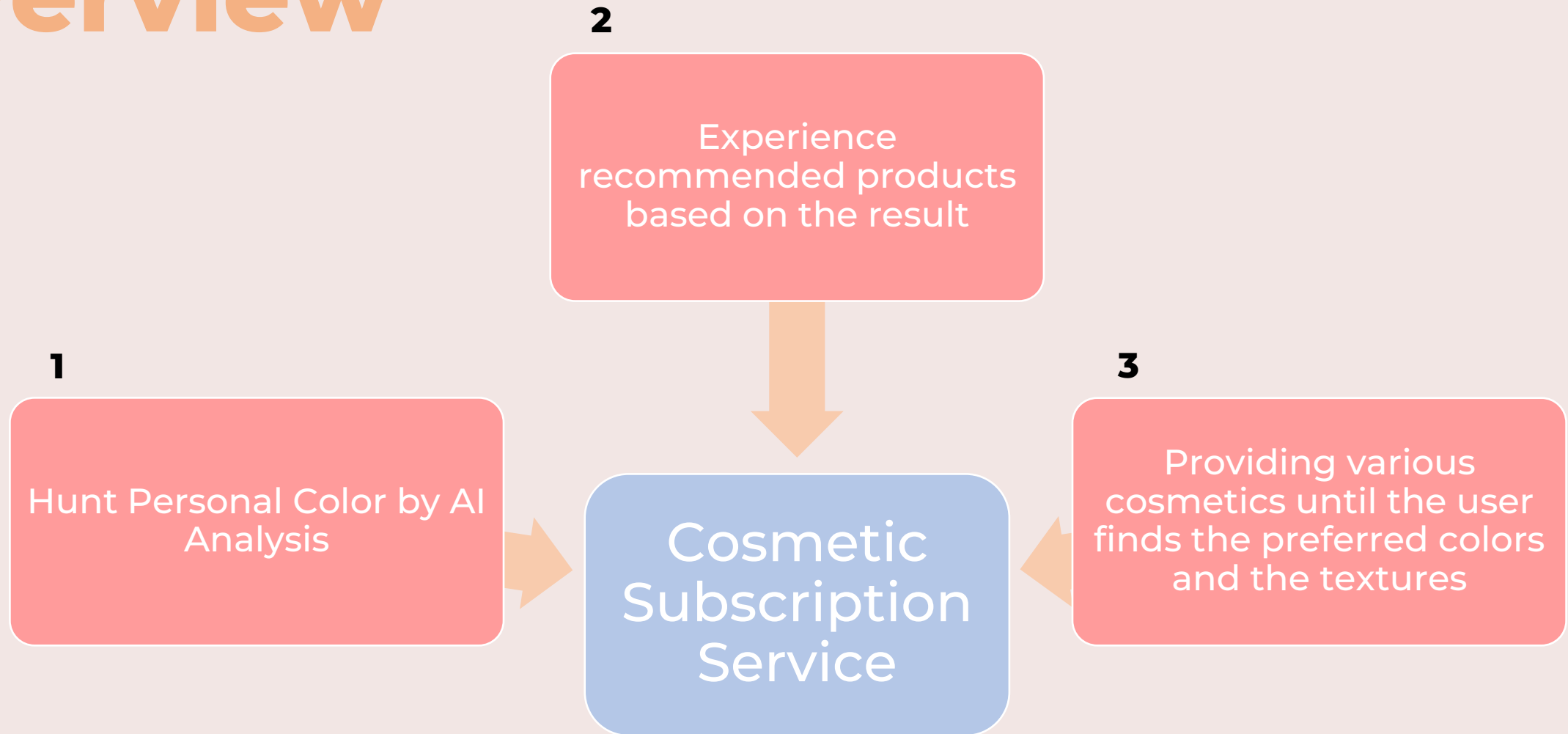
Average Number of Color Cosmetics	20s	30s	40s
	5.2	3.8	3.1

People value the 'Lip' as the
Most Important Part of Makeup!

2040 여성들 색조 화장품 평균 4개 사용...입술 화장 중시, Beautynuri, 2019,
<https://www.beautynuri.com/m/news/view/83430>

1. Our Item About Co-Sub

Overview



About Co-Sub

Target Group



People who haven't

Found the Proper Lip Color and Texture for them.



People who want to know **About Cosmetics News.**



People who are interested in the

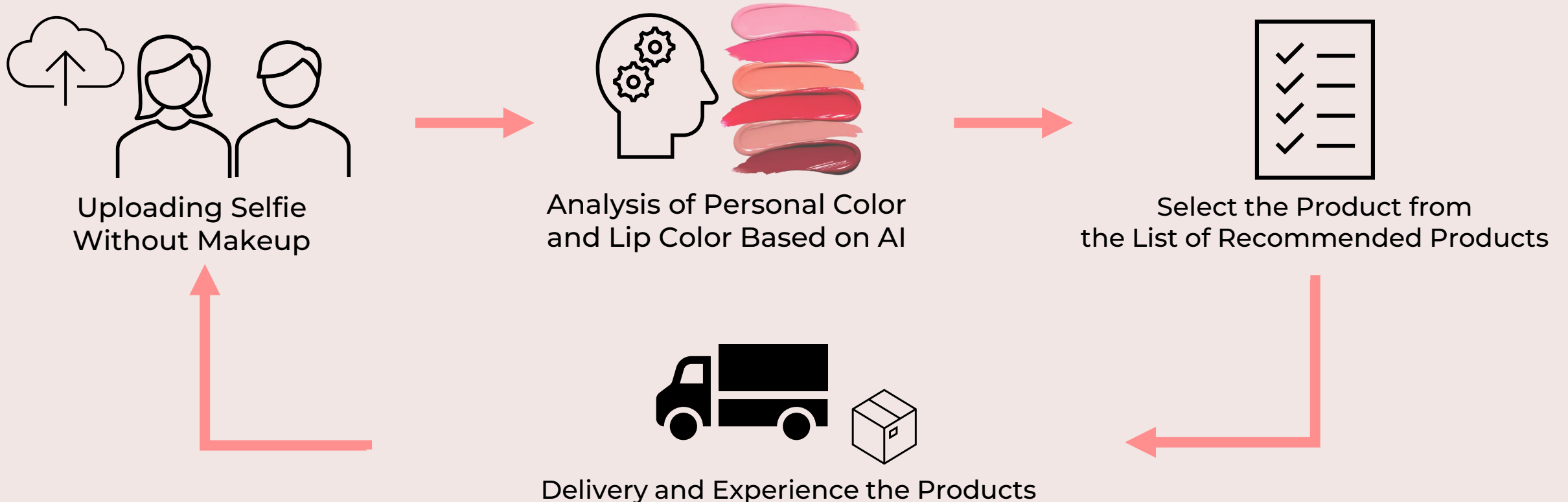
Expiration Date of Cosmetics for their skin health.

1. Our Item

About Co-Sub

What Services?

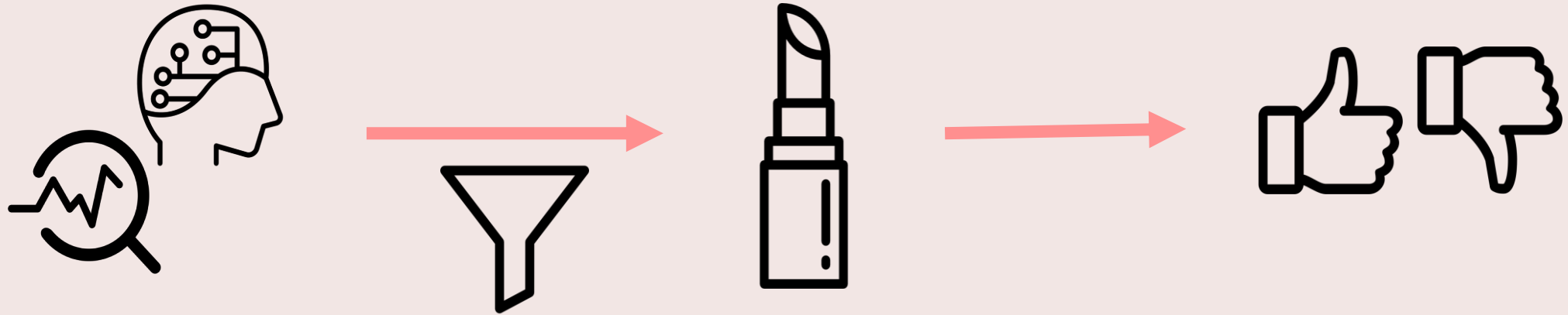
1) Cosmetic Subscription Service Based on AI



About Co-Sub

What Services?

2) Cosmetic Determination Service Based on Personal Color



Classification of lip products based on personal color using **bigdata analysis**

Determining if the product fits user personal color

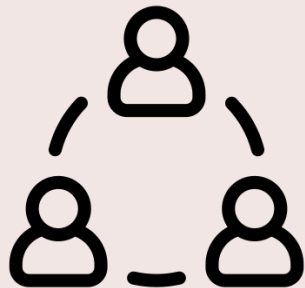
About Co-Sub

What Services?

3) Cosmetic Expiration Date Notification Service



4) Community Platform for Cosmetics



Perspective of Analysis

Virtual Company, 'Co-Sub'

Co-Sub	Make an Economic Profit by subscription fee from user
Our Partners	Can Promote their products
Users	Can find Fit Cosmetic Products Get Information about cosmetics from the Community

Adopted Technologies



AI Analysis

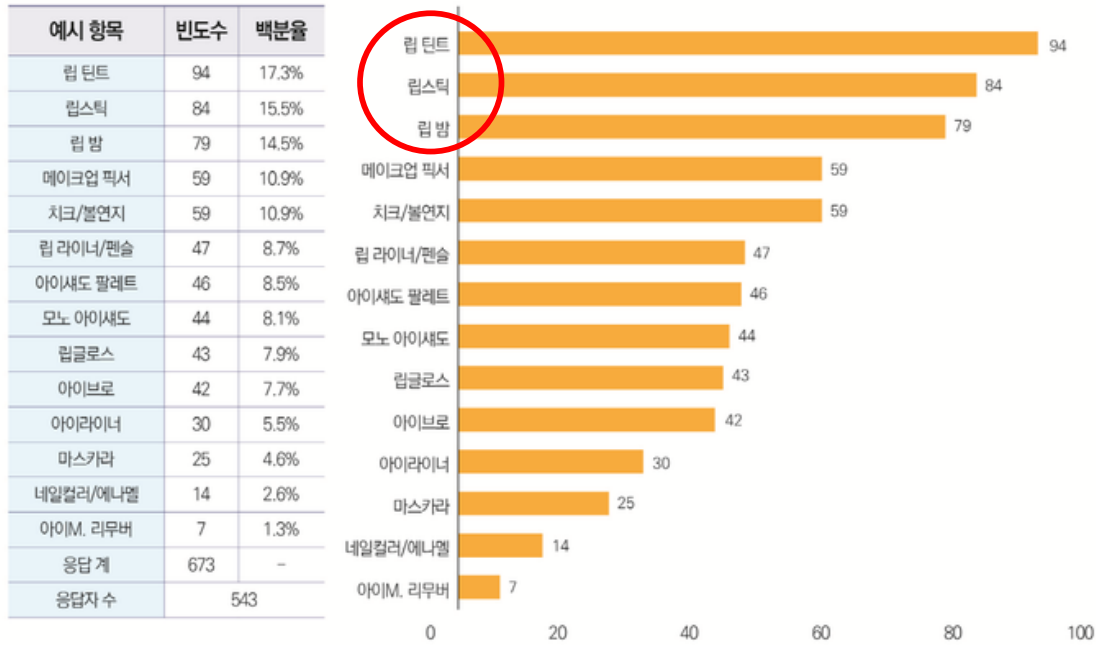


Big-data Analysis

1. Our Item Current Status

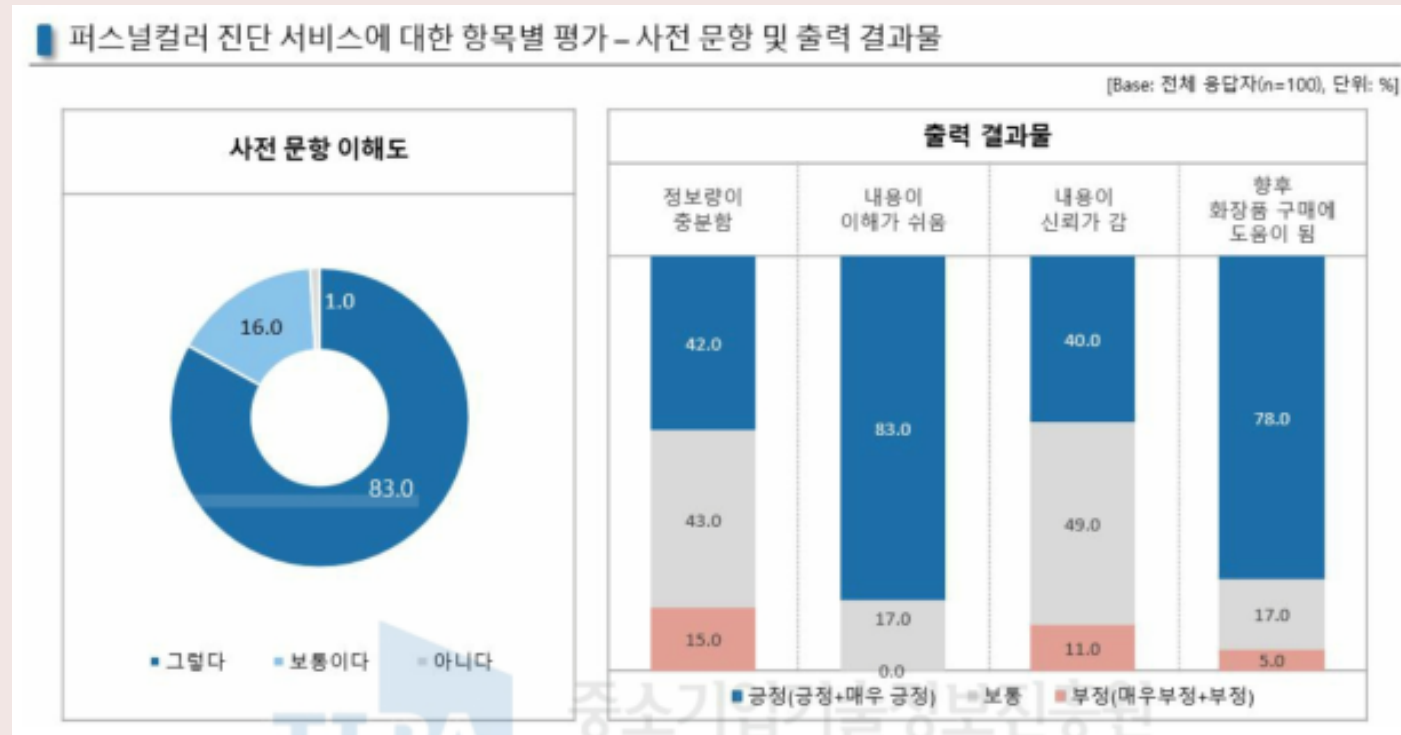
Q8. 포인트 색조화장품에서 가장 성장이 높을 것으로 예상되는 품목은?

예시 단일 선택(복수 응답), N=543



Lip Products Have
High Growth Potential

1. Our Item Prospects

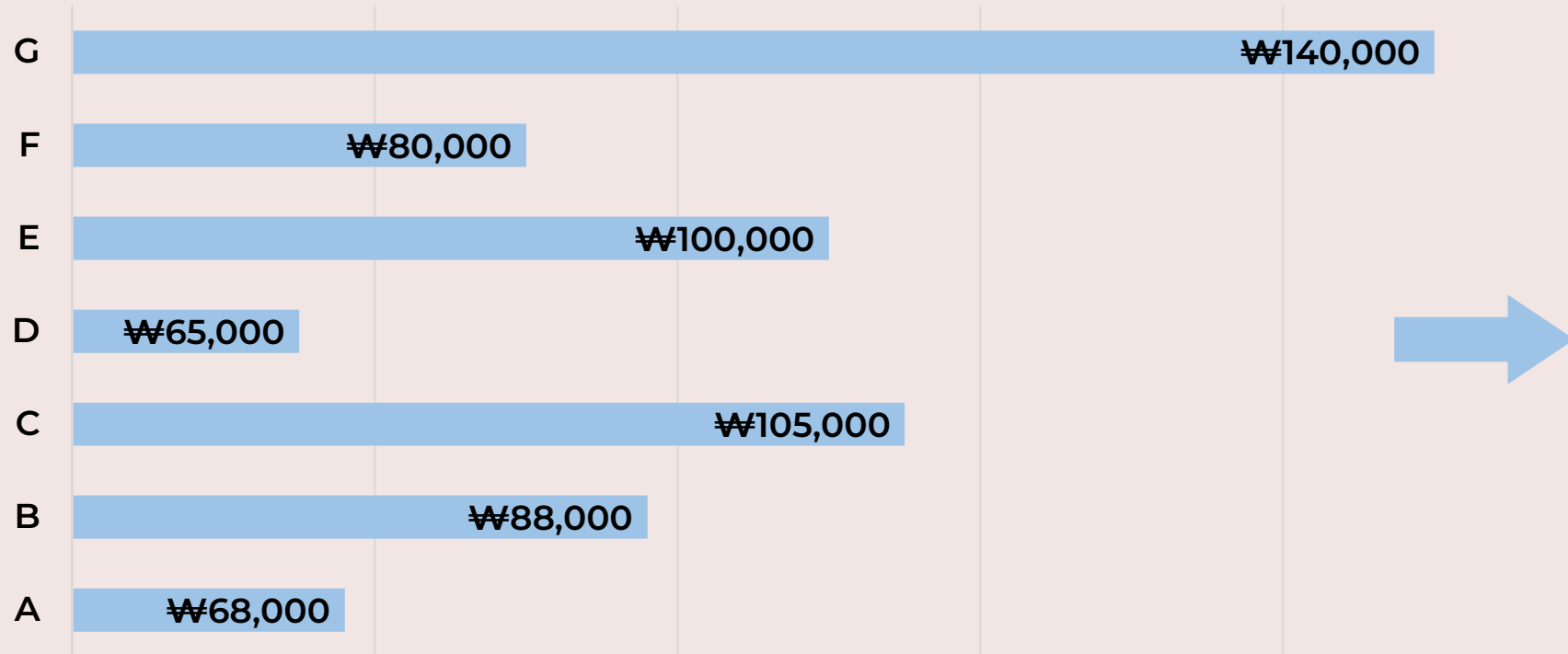


[보고서]AR기반의 스마트미러 장치를 활용한 퍼스널 컬러 진단 및 제품 추천 서비스 (kisti.re.kr)

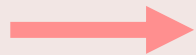
➡ Personal Color Helps People Select Cosmetics

1. Our Item Prospects

Personal Color Diagnostics Cost in Seoul



Average Cost = 92258.5 Won



Expensive Test from the Human Experts

1. Our Item

Prospects

Result :

‘ Co-Sub ’

Selecting Lip Products with the **Highest Growth Potential**

Reducing the cost of hunting personal colors



Market

Consumer Analysis

Purpose

- 1) To find out the number of people who experience personal color experience.
- 2) To find out the number of people who experienced a fail to buy color cosmetics online .
- 3) To find out our service demand.

💄 화장품 구독 서비스 고객 분석 💄

안녕하세요 서울과학기술대학교 ITM전공에서 IT investment analysis를 수강하고 있는 이인선, 오세연, 이정윤입니다☺

빅데이터 분석과 AI기술을 바탕으로 퍼스널컬러를 진단받고 이를 바탕으로 추천 받은 립 제품들 💄 (립스틱, 틴트) 을 체험해볼 수 있는 화장품 구독 서비스를 기획하는 중입니다!

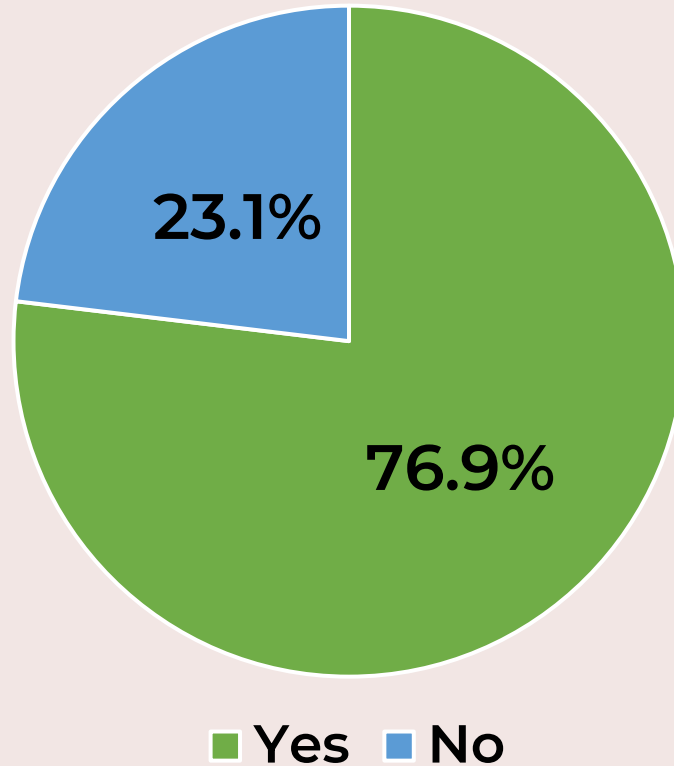
서비스를 런칭하기에 앞서, 수요를 파악하고자 설문조사를 진행합니다~!

짧은 투표에 응해주신다면 정말 감사드리겠습니다😊👍:)

Consumer Analysis

Result

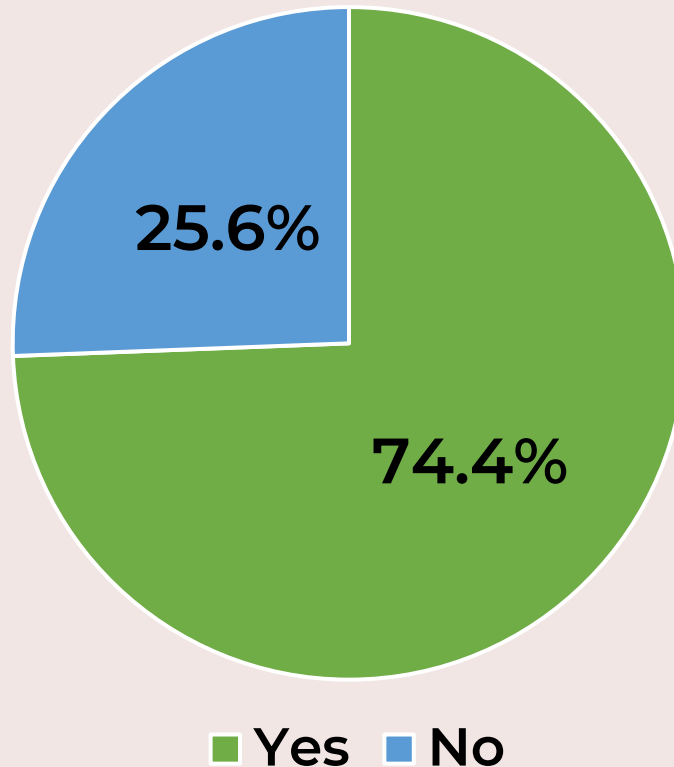
1. Have you ever been diagnosed with personal color?



Consumer Analysis

Result

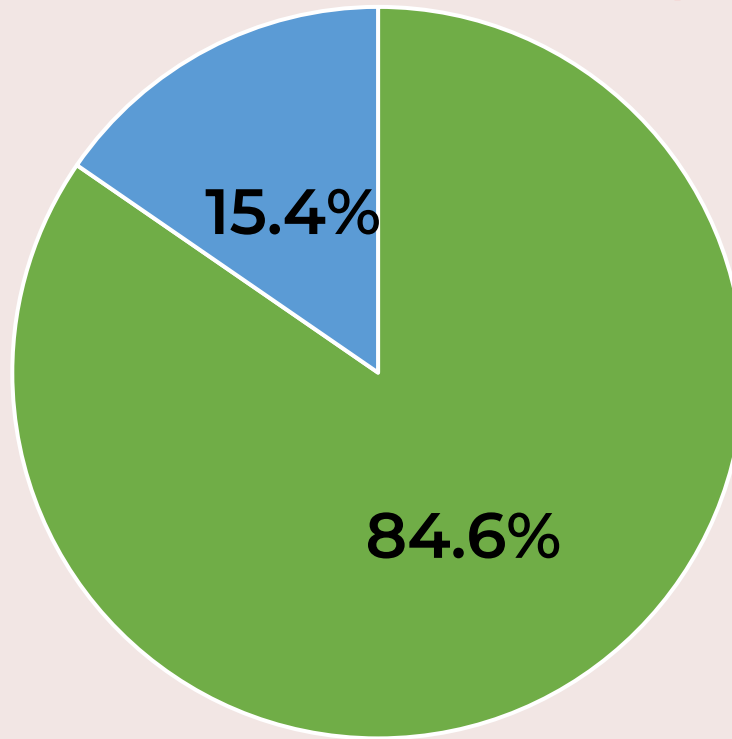
2. When you bought color cosmetics online, have you ever received a different color than you expected?



Consumer Analysis

Result

3. Are you willing to use 'Co-Sub'?



■ Yes ■ No

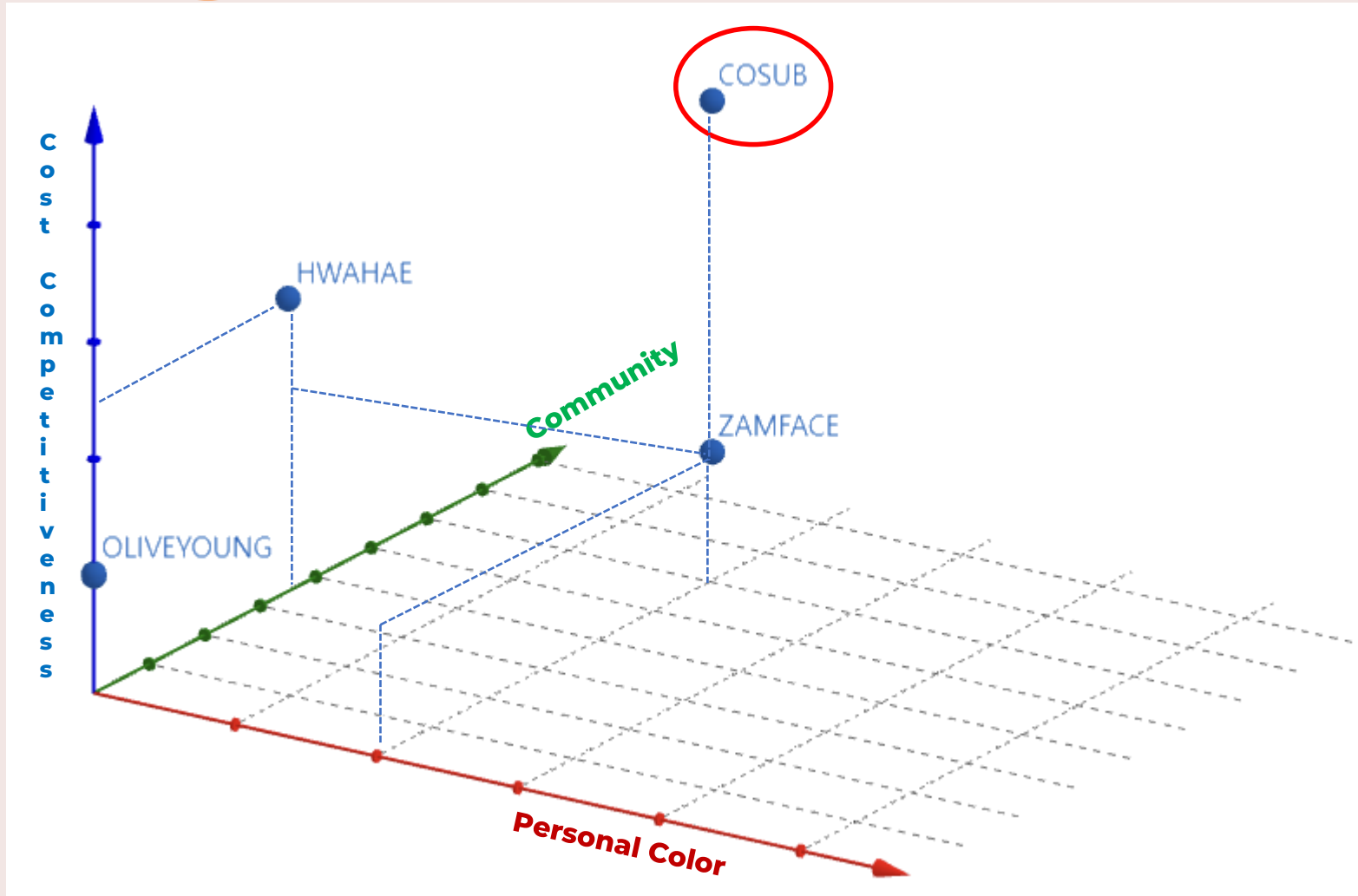
Competitors Analysis

	OLIVE YOUNG	Hwahae	Zamface	Co-Sub
# Users	100M	100M	10M	Unpredictable
Cost	13,310 Won (Average of TOP 10 Lip)	9,940 Won (Average of Top 10 Lip)	10,105 Won (Average of Top 10 Lip)	Under 9,940 Won per Quarter
How to Experience	Offline Shop	X	X	Regular Delivery
Personal Color	X	X	O	O
Community	X	O	O	O

2. Market

Market Analysis

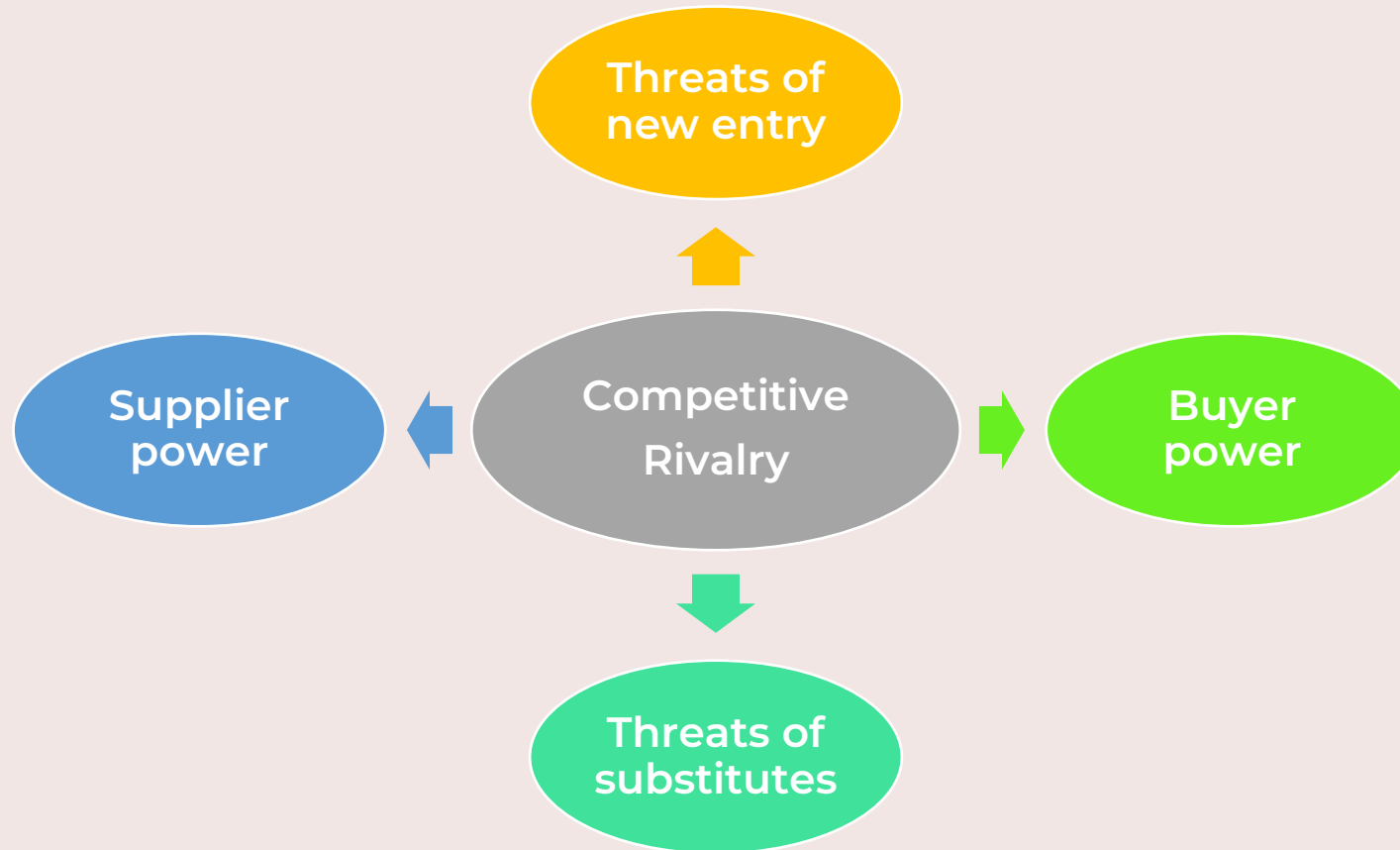
Positioning Map



2. Market

Market Analysis

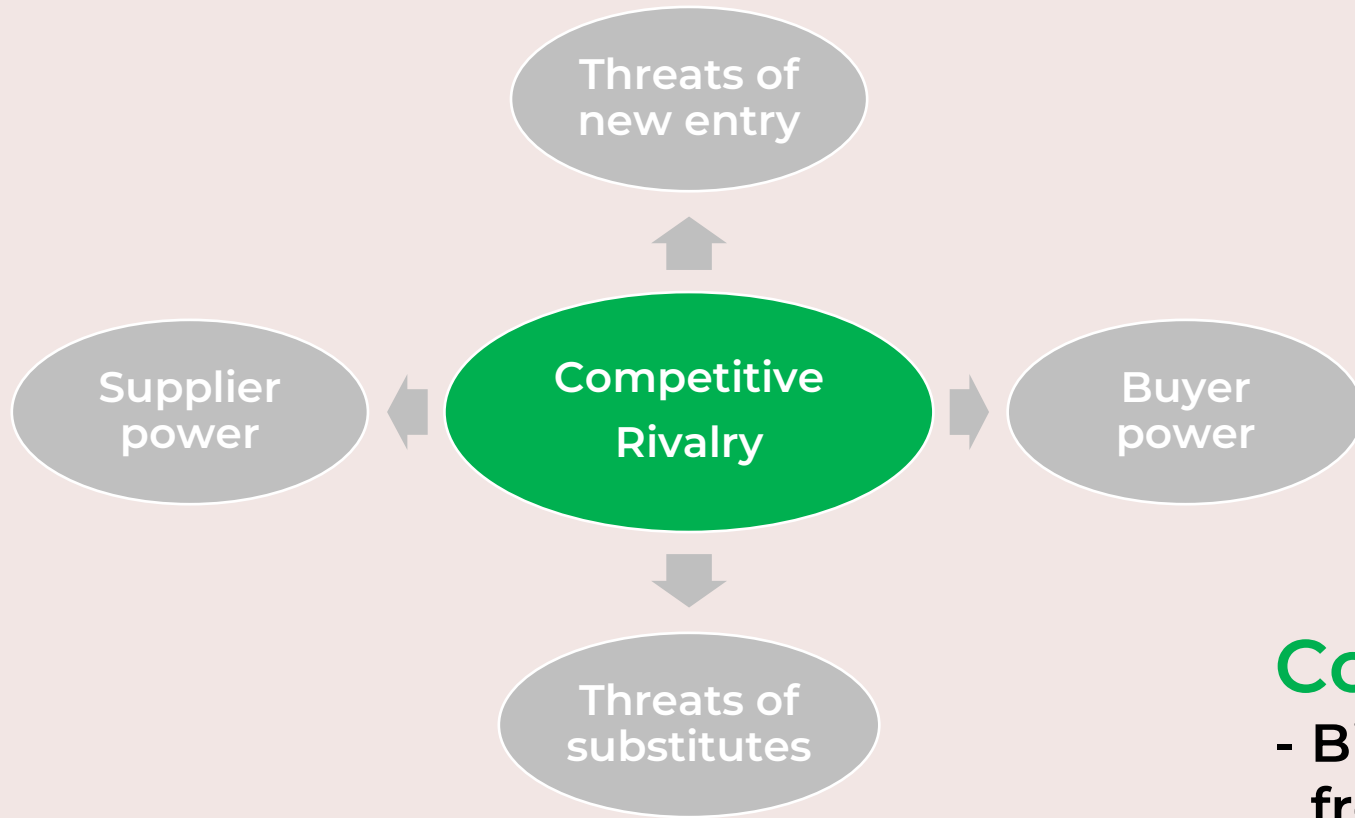
Five Force's Model



2. Market

Market Analysis

Five Force's Model



Competitive Rivalry

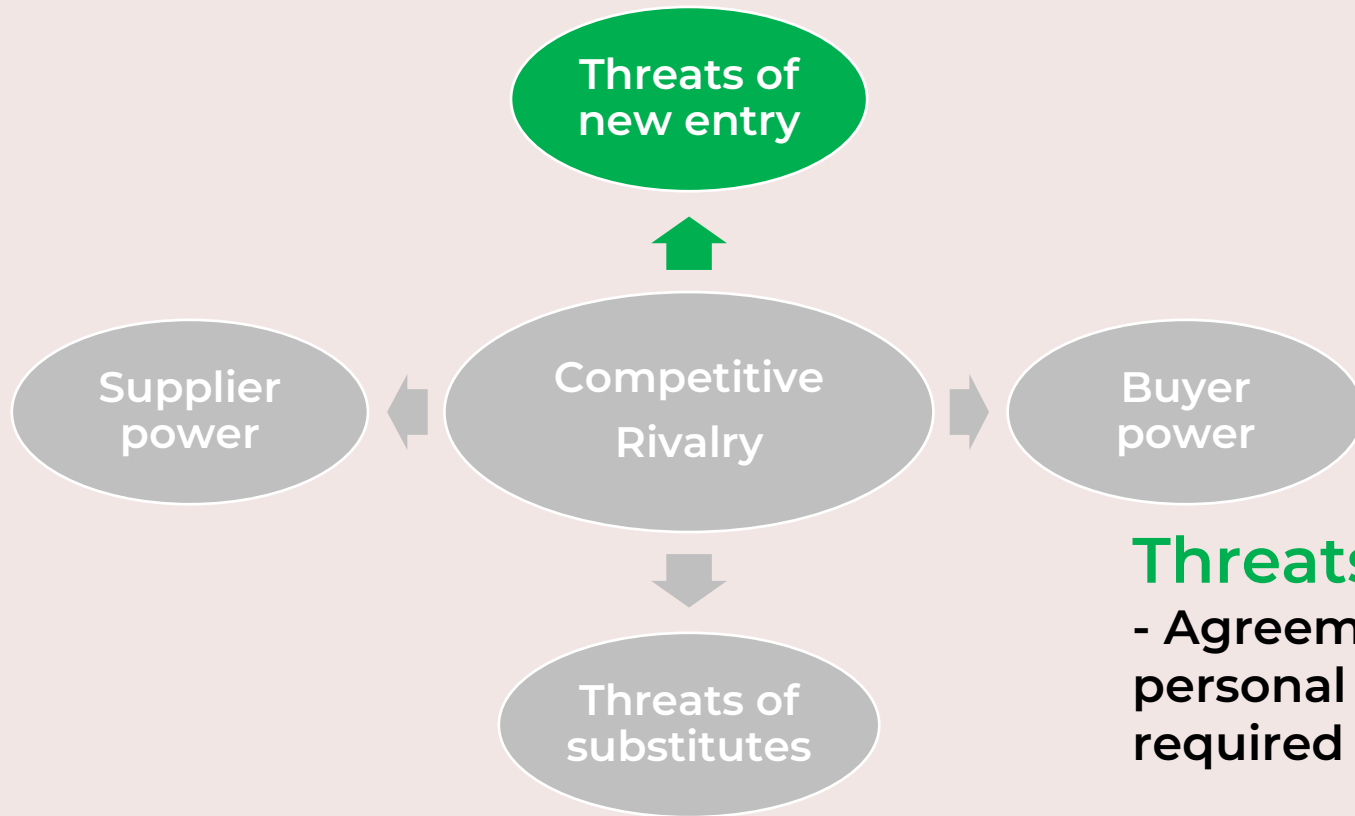
- Big difference in the way of experience from existing cosmetics companies

→ Low competition

2. Market

Market Analysis

Five Force's Model



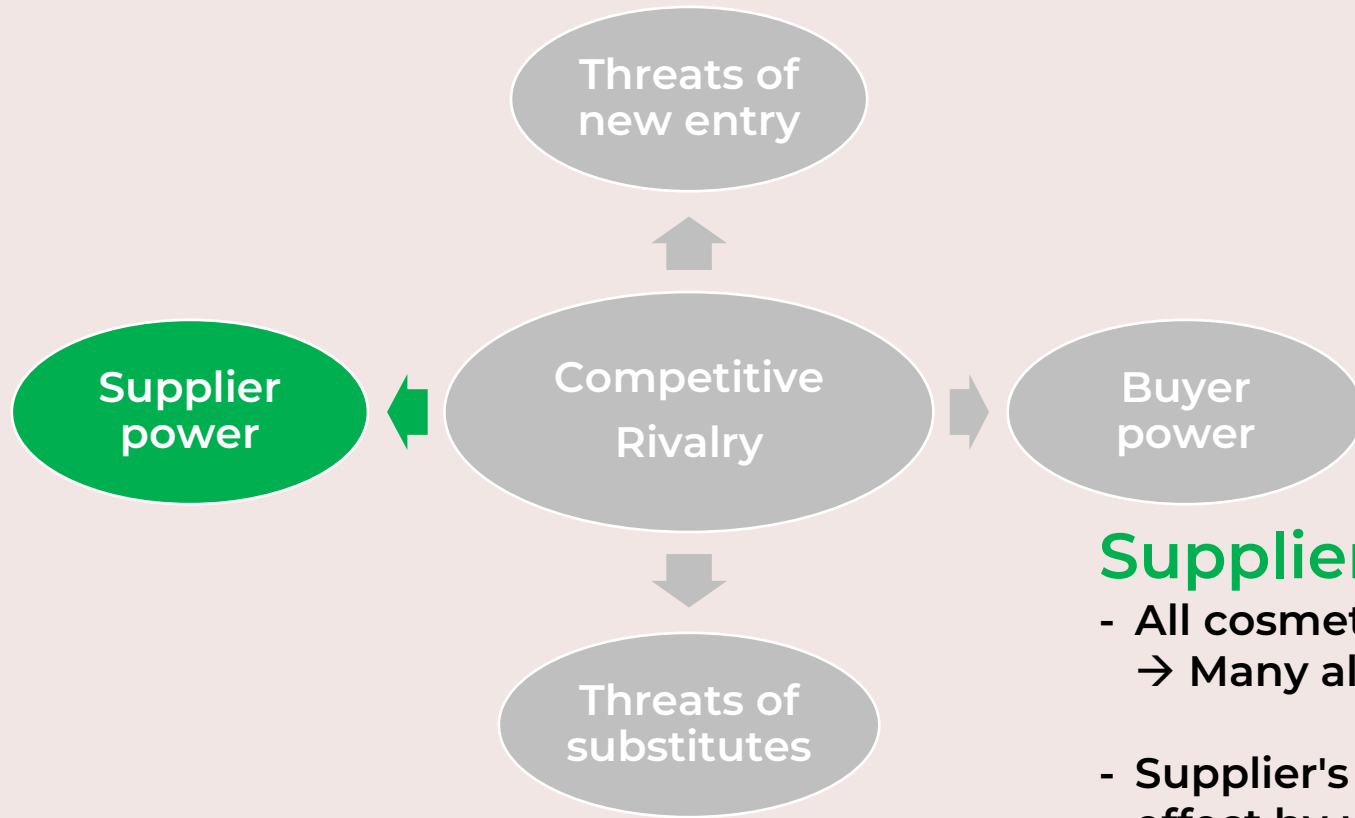
Threats of new entry

- Agreements with various cosmetics brands, data on personal color analysis, and AI development costs are required → High entry barriers

- Not only purchasing cosmetics but also accessing various contents related to cosmetics through the community service → High brand loyalty

Market Analysis

Five Force's Model



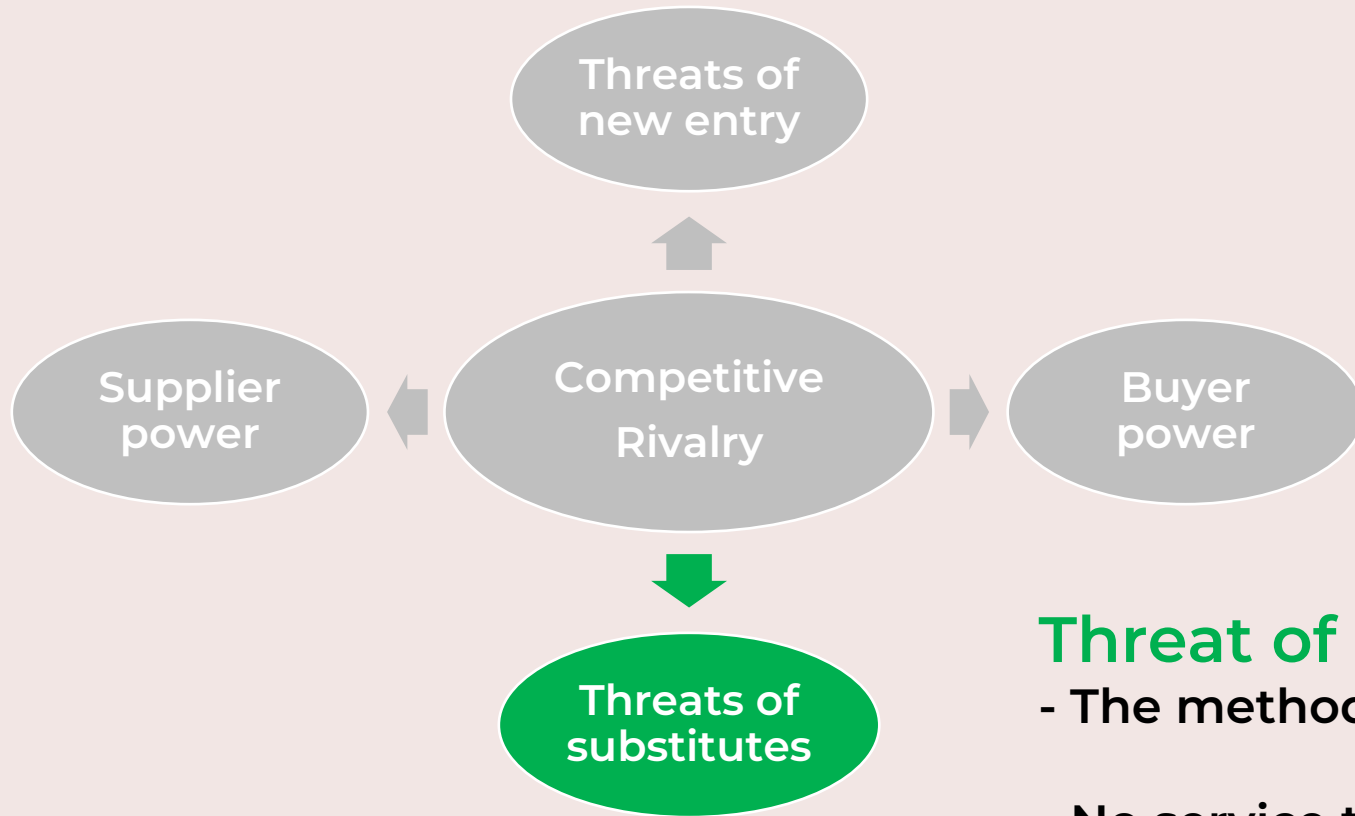
Supplier power

- All cosmetics companies that sell lip products are suppliers
→ Many alternative suppliers
- Supplier's sales can increase due to product promotion effect by using 'COSUB' -> Supplier engagement is high
- Excluding inflation, the price of cosmetics sold is constant
→ Low possibility of change in unit price of supply products

2. Market

Market Analysis

Five Force's Model

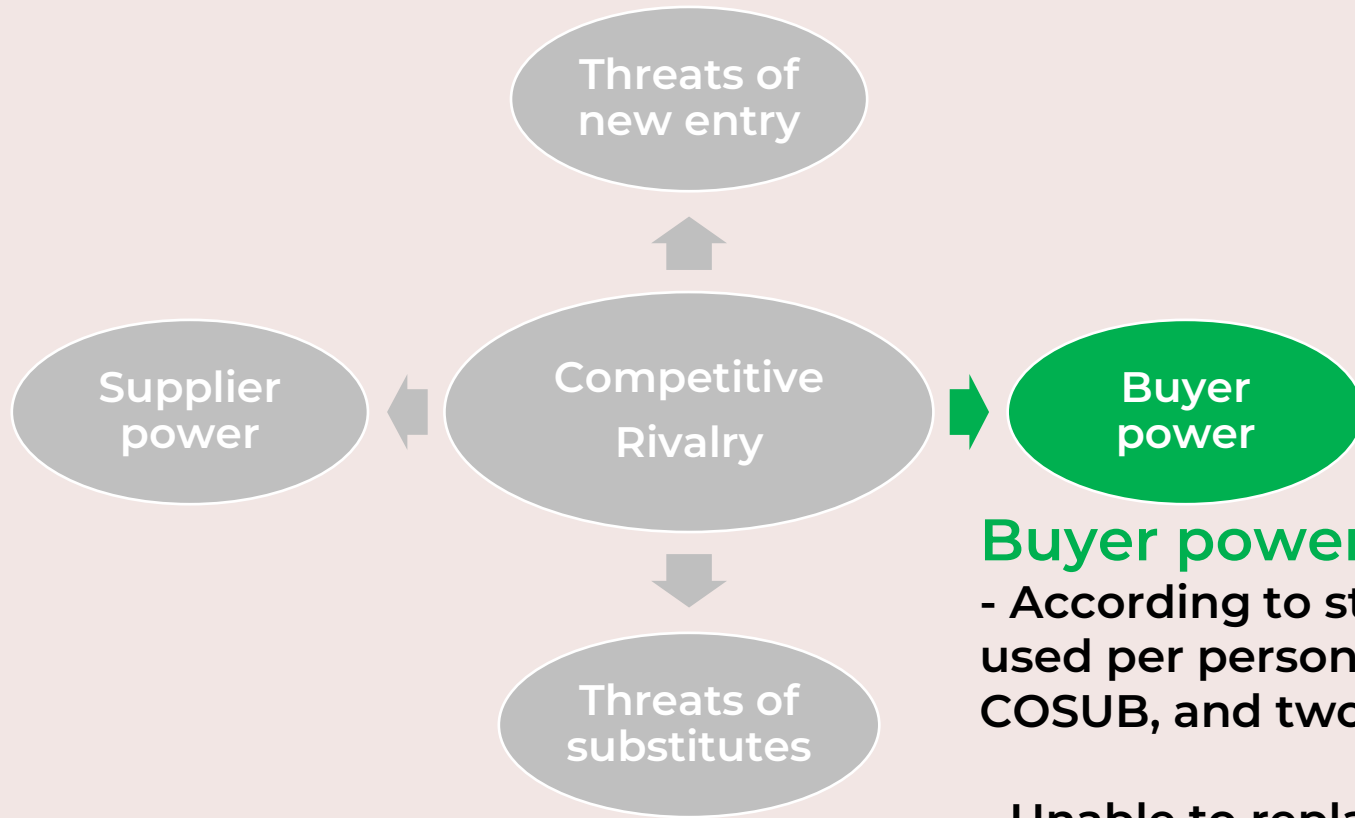


Threat of substitute

- The method of offline lip color testing requires effort
- No service to completely replace the experience subscription service of 'COSUB'.

Market Analysis

Five Force's Model



Buyer power

- According to statistics that an average of four lip products are used per person, two products are used for one subscription to COSUB, and two subscriptions are expected per person
- Unable to replace 'COSUB' from the buyer's point of view
- Experiencing a variety of colors at the same price
→ Having a value to pay price from the buyer's point of view

Market Analysis - SWOT

Strength

- Having Price Superiority
- Lower Cost of Checking Personal Color
- Personal Data Based Recommendation

Weakness

- Lower Awareness than the Competitors
- New Demands Except for Lip Products
- Secure Various Brands and Products

Opportunity

- Steep Development of the Cosmetic Industry
- Vogue for Individualized Makeup
- Popularized Subscription Services

Threat

- Similar Service from Cosmetic Makers
- Continuous Increase in Distribution Cost
- Pressure by Existing Retail Business

2. Market Regulations

Cosmetic Regulatory Framework in Korea. (2020). MFDS.



Cosmetics Act

Enforcement Decree of
Cosmetics Act

Enforcement Rule of
Cosmetics Act

MFDS Notification

Cosmetics Responsible Person Registration

Compliance with Labeling Rules

Ensuring Post-marketing Safety Management

Substantiation of Advertisement

Environmental Analysis

Thanks