

San Carlos University of Guatemala

Faculty of Engineering

School of Science

Technical English: 4

Section: A

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Name of the assignment:

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INTRODUCTION

The beauty industry is a global, fast-growing sector, with an estimated value of \$532 billion in 2022. However, this market is still far from being accessible to all. Beauty products are often expensive and difficult to find in emerging markets.

Fashionable is a cosmetics company founded in 2023 with the goal of changing this. The company is committed to offering high-quality, sustainable beauty products at an affordable price for everyone.

“Fashionable: An Accessible and Sustainable Cosmetics Company”

Objectives

Fashionable's objectives are:

- Offer a wide range of high-quality beauty products.
- Develop sustainable products that are respectful of the environment.
- Contribute to building a more just and inclusive society.

Mission

Fashionable's mission is to empower people to feel beautiful and confident, regardless of their economic or social background.

Vision

Fashionable's vision is to be the world's leading cosmetics company in terms of accessibility, sustainability, and social commitment.

Values

Fashionable's values are:

- Accessibility: The company is committed to offering beauty products at an affordable price for everyone.
- Sustainability: The company is committed to reducing its environmental impact.
- Social commitment: The company is committed to supporting social causes.

Strategies

Fashionable's strategies to achieve its objectives are:

- Innovation: The company is committed to investing in research and development to create new products and sustainable processes.
- Collaboration: The company collaborates with other companies and organizations to promote sustainability.
- Education: The company educates consumers about the importance of sustainability.

Core competencies

Fashionable's core competencies are:

- Design: The company has a team of experienced designers who create innovative and attractive beauty products.
- Manufacturing: The company has its own manufacturing plant that allows it to control the quality of its products.
- Marketing: The company has a strong presence on social media and other digital channels.

The creation of a new accessible and sustainable cosmetics company is an initiative that has the potential to make a positive impact on the world.

In economic terms, the company could help to reduce income inequality by making beauty products more affordable for low-income people.

In environmental terms, the company could help to reduce the environmental impact of the beauty industry by using sustainable ingredients and processes.

In social terms, the company could help to promote inclusion by creating products for people of all backgrounds and cultures.

How it will all be achieved

To achieve its objectives, Fashionable will focus on the following areas:

- **Product development:** The company will focus on developing high-quality beauty products that are affordable for everyone. To do this, the company will use sustainable ingredients and processes.
- **Distribution:** The company will focus on distributing its beauty products fairly around the world. To do this, the company will work with local partners to reach underserved communities.
- **Marketing:** The company will focus on educating consumers about the importance of sustainability. To do this, the company will use its marketing channels to promote the sustainability of its products.

Conclusion

Fashionable is an innovative and committed company that is passionate about beauty, sustainability, and inclusion. The company has the potential to make a positive impact on the world by making beauty products more accessible and sustainable for everyone.