



Presented to the **College of Business**

Ramon V. del Rosario

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Quiz 2 (Part 2) - Group 5: Belo Essentials

Submitted by:

Ang, Lily

Bautista, Bea

Go, Kimberly

Lalog, Patricia

Lao, Jazlyn

Sochayseng, Katrina

Submitted to:

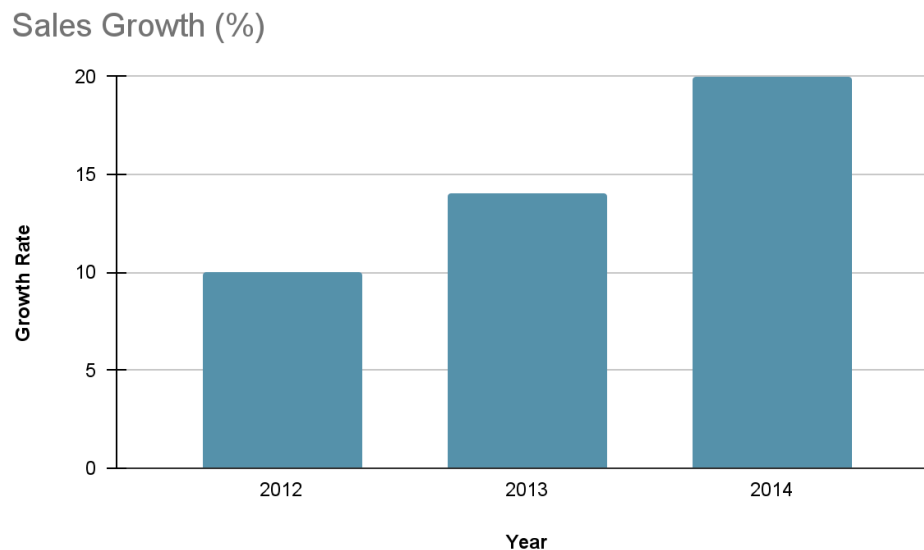
Ms. Edwina R. Bensal

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I. Sales Growth Over Time - Katrina Sochayseng

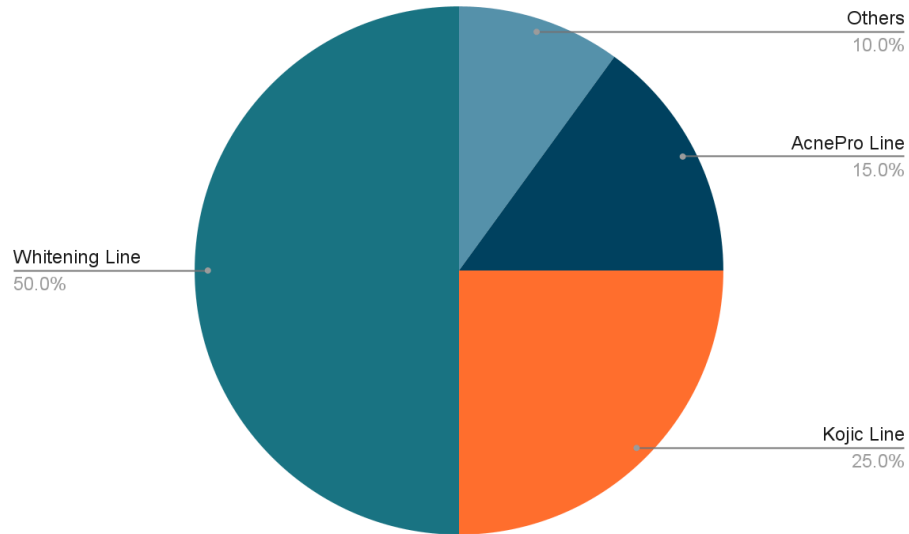
Figure 1

Sales Growth of Belo Essentials



Data Commentary:

Figure 1 shows Belo Essentials' sales growth performance in the Philippines between 2012 and 2014. The figure illustrates how sales growth rose yearly, with a substantial increase from 14% in 2013 to 20% in 2014. This suggests that at that time, revenue performance followed a steadily rising trajectory. With strong product reach and market share, Belo Essentials would have achieved even greater growth rates in the next years, potentially surpassing 25% by 2015. This growth suggests that customers responded well to Belo's way of launching new product lines. It is a growing customer reach, successful marketing, and growing brand trust. It is anticipated that if the company had kept coming up with new ideas, such as acne treatment and sensitive skin care, the momentum from 2014 would have been maintained. Belo Essentials should keep on funding research and development, as well as to broaden their product offerings to meet a range of customer demands in order to maintain and grow this growth. This aligns with **Ansoff's Matrix**, maintaining strong growth rates in the present competitive skincare industry may also be achieved by collaborating with influencers and branching out to e-commerce platforms.

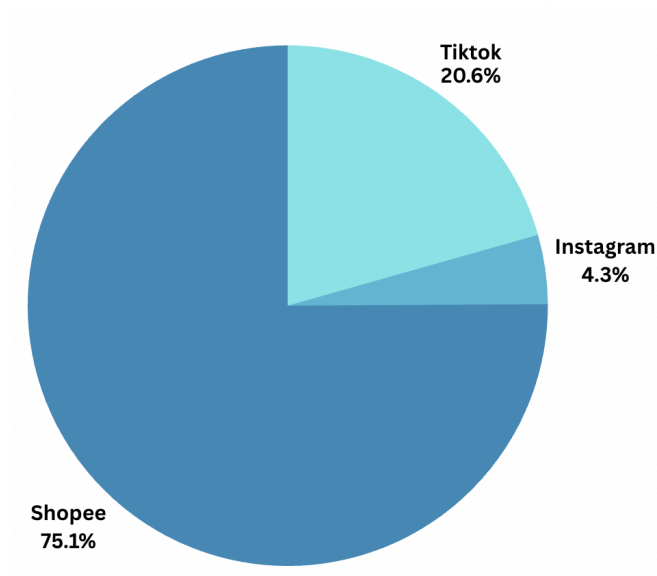
Figure 2*Belo Essentials Product Line Market Share***Data Commentary:**

As shown in Figure 2, the distribution of Belo Essentials' product lines' market shares in the Philippines in 2014. With a 50% market share, the Whitening lines sales, followed by the recently launched Kojic Lines at 25% and the AcnePro Line at 15%, as the pie chart illustrates. Just 10% was made up of other goods. The Whitening and Kojic Lines will probably continue to be the brand's best-selling products if this distribution pattern persists, but the AcnePro Line has room to develop, particularly given consumers' growing concerns about oily skin and acne. This growth suggests that whitening products continue to play a significant role in Belo's market appeal, reflecting the Philippines' prevalent standards of beauty. Nonetheless, Kojic and AcnePro's significant market share indicates that diversification attempts were effective. AcnePro's market share is anticipated to grow over time, especially among younger customers looking for reasonably priced acne treatments created by dermatologists. It is advised that Belo Essentials keep expanding its product line in order to counteract market dependence and boost long-lasting use. This reflects the **BCG Matrix**, providing lines for hydration, anti-aging, and sun protection, which might open up new market areas and lessen reliance on whitening goods. Combining whitening and treatment goods in promotional bundles may improve and boost overall sales.

II. Social Media Engagement or Growth - Jazlyn Lao & Bea Marie Bautista

Figure 3

Belo Essentials' Social Media Followers on Shopee, TikTok, and Instagram (June 2024)



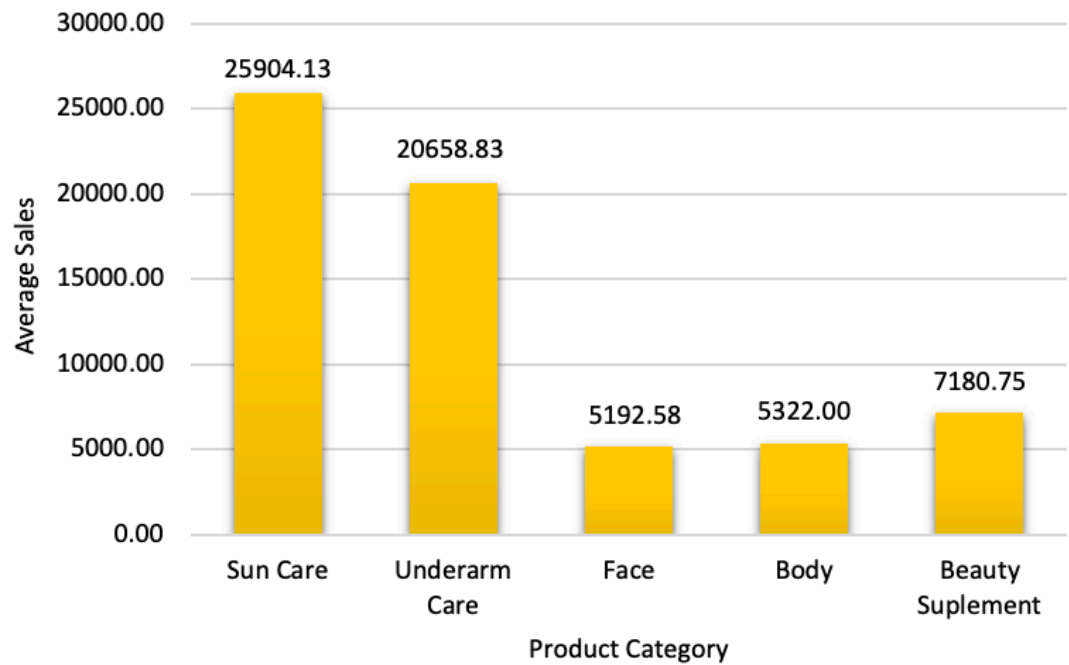
Data Commentary:

As shown in Figure 3, Belo Essentials' social media presence is dominated by Shopee, followed by TikTok and Instagram, highlighting the brand's varying reach across different platforms. The data shows that Shopee holds the largest amount of followers at 75.1% (949.5K), followed by TikTok with 20.6% (260.7K), and Instagram with 4.3% (54.3K). As presented, Belo Essentials has built the strongest customer following on its e-commerce platform, while its social media presence continues to grow. As Shopee dominates its follower base, this indicates Belo Essentials has effectively leveraged Shopee's massive reach, possibly through strategic participation in mega sales, such as the 6.6 or 11.11 sales, exclusive product launches, and consistent high customer satisfaction, reflected in its 4.9/5 overall rating. This aligns with the promotion element of the marketing mix, emphasizing how Belo Essentials capitalizes on Shopee's features. Given the company's strong presence on Shopee, it can be predicted that Belo Essentials will continue to prioritize the platform for sales, promotions, and customer feedback, which can further strengthen its position in the market. The overwhelming success of Shopee

compared to TikTok and Instagram suggests that customers are more influenced by purchase-driven content than brand storytelling, which highlights the need for Belo Essentials to tailor its content strategy across platforms accordingly. Moving forward, while it is expected that Belo Essentials will continue to thrive due to its well-established brand image, especially in the skincare industry, the company still needs to strike a balance between its e-commerce presence and social media engagement to remain competitive in the market. To sustain its success, it is recommended for Belo Essentials to continuously conduct a SWOT analysis, especially since customer preferences and digital behaviors are constantly changing. Even though Belo Essentials is already a big and established company, a SWOT analysis remains important because being a large brand does not mean they can stop reassessing their strategies since new competitors emerge, consumer trends evolve, and digital platforms change their algorithms. Regular **SWOT analysis** enables Belo Essentials to leverage its strengths, address weaknesses, take advantage of opportunities, and anticipate potential threats in the market, emphasizing that even successful brands must continuously evaluate themselves to stay competitive and innovative.

Figure 4

Belo Essentials' Average Sales per Product Category on TikTok



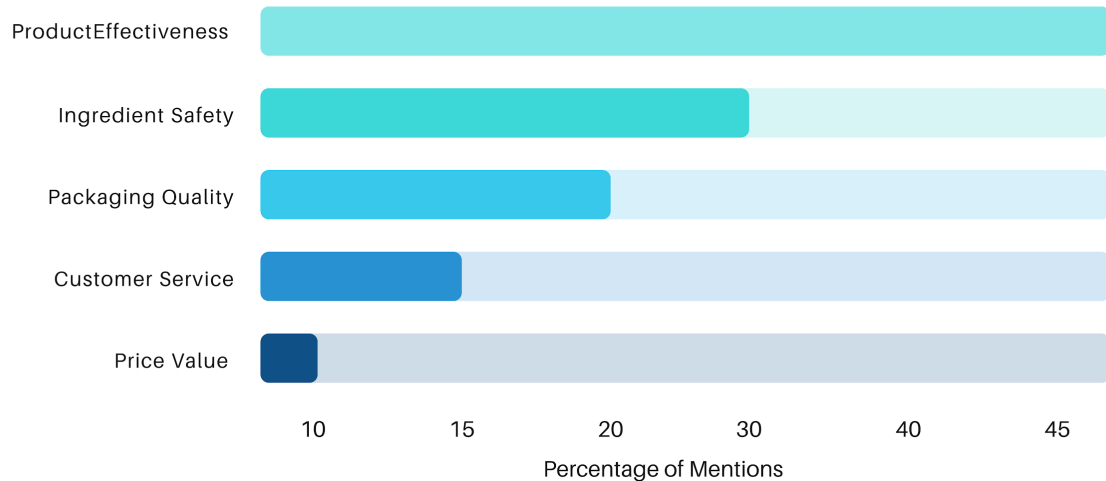
Data Commentary:

Figure 4 illustrates the average sales per product category of Belo Essentials on TikTok. Sun Care products reported the highest average sales at ₱25,904.13, followed by Underarm Care at ₱20,658.83. In contrast, Face and Body products had the lowest sales, with averages of ₱5,192.58 and ₱5,322.00, respectively. Beauty Supplements ranked in between at ₱7,180.75. Given this trend, it can be predicted that Sun Care and Underarm Care will continue to perform well, especially if Belo Essentials maintains strong promotional strategies for these categories. The low sales in the Face and Body categories suggest that these products might not be connecting well with the audience. To improve this, Belo Essentials could work with influencers and create content that better highlights what makes these products worth trying. It is expected that with the right marketing approach, such as influencer-driven content or seasonal promotions, engagement for these products can improve. To support this growth, the brand may consider offering time-limited bundles with products that have high sales, increasing product education content, or highlighting customer reviews to raise interest in underperforming lines. Meanwhile, top-performing products should be continuously promoted through high-engagement formats on TikTok to sustain momentum. It is recommended that Belo Essentials strengthen its focus on its leading categories while actively exploring creative strategies to uplift the sales of its less popular products. By using the **Growth Matrix Strategy**, focusing on market penetration for leading products and product development for underperformers, a balanced, data-driven approach can help strengthen the brand's presence and improve overall sales on the platform.

III. Customer Ratings and Reviews - Kimberly Go

Figure 5

Categories Of Priority For Customer Satisfaction



Data Commentary:

Figure 5 shows the customer feedback on Belo Essentials products which presents product effectiveness and ingredient safety as the two most important things, with increasing scrutiny on banned parabens intensified by influencer campaigns. The data indicated that while product performance had dictated satisfaction, ingredient safety issues have come into heightened view due to increased exposure from beauty influencers and advocacy groups that challenge environmental conditions and parameters for consumer expectations and brand image. Effectiveness of Product (45 reviews) moots ingredient safety (30 reviews), followed by the quality of the packaging (20), customer service (15), and price value (10). Influencer campaigns, especially beauty influencers, underscore 50 percent of all skincare safety discussions but have intensified discussions on banned parabens, while health advocates and environmental groups validate this situation (20% each). The focus on efficacy corroborates Belo Essentials as a results-inclined skin care brand, but the recent proliferation of ingredient safety concerns generates trending issues informed by influencer campaigns, regulatory loopholes, and international health standards. Beauty Influencers with their 50% engagement have been effective in establishing a link between scientific information and the average consumer, for example, with EU bans on parabens. Activist groups, such as

the EcoWaste Coalition, have mobilized public reports to press manufacturers and regulators, forming a perception of risk against consumer trust. If Belo Essentials reformulates its products to eliminate restricted parabens and taps into influencer support for the move, it could make a comeback in the eyes of health-conscious consumers and comply with international standards thus enhancing loyalty; failure to act would risk alienating socially conscious consumers and declining sales, and neglecting improvements in packaging or service would mean incremental losses in satisfaction. Belo Essentials should adopt the **Stakeholder Theory** to align its strategies with the interests of each stakeholder system: consumers, partners, regulators, and the environment-that calls for the creation of shared value. From the standpoint of consumer safety, the urgent removal of banned parabens, third-party certifications, and other proactive compliance with ingredients not only meets consumer safety expectations but also anticipates imminent legislative changes; partnerships with influencers and eco-guilt-free packaging attract ethical audiences and endear themselves to the brand. At the same time, this holistic approach ensures sustainable competitiveness by balancing profit with purpose and building trust, positioning Belo as a frontrunner in the offshore and local sustainable-length market.

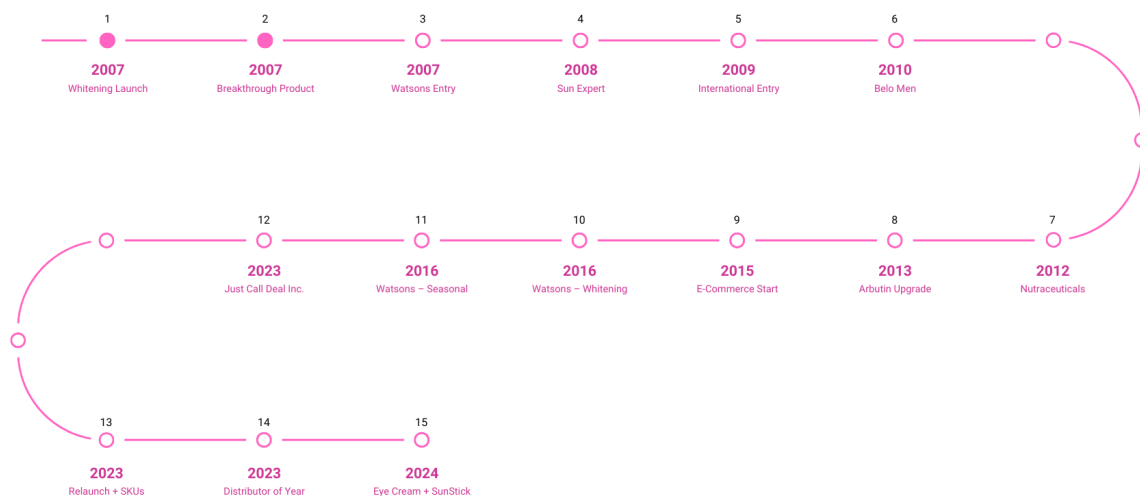
IV. Product Line Diversification - Patricia Maize Lalog

Figure 7

Belo Essentials Timeline of Product Innovation and Market Milestones (2007-2024)

BELO ESSENTIALS

Timeline of Milestones



Data Commentary:

Figure 7 presents the timeline of refinement of products, expansion of reach into foreign and local markets, and recognitions from 2007 to 2024. The timeline tracks how Belo Essentials has grown consistently in innovation, reaching new customers, and gaining recognition from the skincare industry. As observed, the brand launched diverse product lines from whitening to men's skincare through refinements of the product to its formulas and packaging, for example, including arbutin tech in 2013. Belo Essentials also partnered with social media platforms, namely Shopee, Lazada, and Zalora, in 2015 to better meet the needs of customers who shop online. By 2016, a year later, Belo Essential was acknowledged by Watson HWB awards, specifically leading in whitening products, seasonal products, and the people's choice award, strengthening the brand image and credibility. The brand's consistency with innovation and receiving acknowledgments from the skincare industry suggests investing in product improvements, promotional strategies, and collaborations with local markets and merchants, as shown by data on the brand's growth. The brand will be able to reach new

customers who prefer to shop online, to improve products by receiving real-time feedback through these platforms, and keep up with the continuous improvements made to the products, from the formula to the packaging. This could imply that Belo Essentials would sustain its relevance and competitiveness in the skincare industry by focusing on forming partnerships with both domestic and international markets to boost its standing in the field of skincare, both among consumers and within the industry, which is backed by the awards that indicate customer and partner recognition within the local and foreign markets. If Belo Essentials continues its current approach, which relates to the **Ansoff matrix** as the brand consistently looks to grow by entering new markets and strengthening partnerships, it could open new doors and potentially work with domestic and international skincare brands. The brand is expected to further establish its position in the skincare industry by making the most of its online channels for local and foreign customers. Consistently using effective marketing techniques and improving the product will help Belo Essentials grow, though it will also make the brand prone to shifts in local and global demands. Given that the brand is selling to domestic and foreign consumers to pursue market expansion, it should continue growing by building and expanding its relationships with current retailers and improving the products to meet the customers' demands. In addition, the brand can also utilize the **marketing mix through effective promotional techniques**, such as committing to online platforms to compete with domestic and foreign competitors, to strengthen the stability of the brand's hold in the market.

V. Competitor Comparison or Pricing - Lily Ang

Table 1

Brand Comparison and Price Overview – Belo Essentials vs. Competitors

Brand	Main Strength	Target Market	Key Product	Belo Price	Competitor Price
Belo Essentials	Trusted, dermatologist-tested, endorsed	Middle-income skincare users	Acne Soap	₱111	₱55 (Dr. Wong's)
Silka	Affordable, locally available	Budget-conscious buyers	Whitening Soap	₱87	₱22
Eskinol	Effective, low-cost cleansing	Teens & young adults	Toner	₱100	₱87
QuickFX	Sachet format, very affordable	Gen Z, students	Pimple Gel	₱150	₱79
Celeteque	Science-based, mid-tier skincare	Young professionals	Moisturizer	₱250	₱175
Nivea	Gentle, international brand	Broad demographic	Facial Wash	₱140	₱109

Data Commentary:

Table 1 includes an analysis of Belo Essentials against key competitors (Silka, Eskinol, QuickFX, Celeteque, Nivea), in terms of brand strength, target market, key product, and price. It would appear that Belo intends to position itself as a premium skincare brand specifically targeting the middle-income market segment, which backs their products with dermatologists' testing and endorsements. The most commonly noted trend is market segmentation based on price/brand image. Belo Essentials is competing at a 40% to 75% premium price over its competitors. Belo Essentials is focused on middle-income consumers looking for clinically tested skincare, while competitors like Silka, Eskinol, and QuickFX are providing cheaper, more easily accessible products for younger and low-budget consumers. Celeteque and Nivea internally compete with Belo by offering more scientifically-proven options or brands that students have heard of elsewhere, and with a more general demographic appeal. The pricing pattern suggests that Belo Essentials employs brand equity, perceived quality, and dermatologist affiliation to justify pricing. If the trend continues, this can be predicted that Belo will continue to be popular among middle-income consumers who value dermatologist-backed products. As quantity increases for value-pricing brands, Belo may face more pressure to protect its share. If there is no innovation or some strategic adjustment, the brand could risk becoming irrelevant within the lower, mid-tier segments. The message seems clear here, brand loyalty may not be a strong enough instrument if competitive brands continue to offer viable alternative strategies that are also attractive, and cheaper. As consumers become more conscious of their spending, we expect consumers will be looking for products that offer value for their money. It is reasonable to presume that Belo Essentials will respond to market changes by providing more value-driven or affordable options to remain competitive. In order to maintain its market position, this brand needs to combine quality with accessibility for consumers and continue to innovate to serve changing consumer needs. To stay competitive, Belo Essentials needs to consistently strike a balance between quality and affordability while meeting the changing needs of consumers. For the product, we should focus on reinforcing our unique selling propositions, like dermatologist-tested formulas and exclusive lines. A tiered pricing strategy can be introduced, targeting both budget consumers and mid-income consumers. In

terms of place, we should continue creating a strong presence across retail and improve brand visibility on e-commerce platforms such as Shopee and Lazada. For promotions, we should demonstrate proven results and invest in digital marketing, influencers, testimonials, etc., to actively engage with Gen Z. By strengthening all **4Ps**, we will be able to grow the brand within a value-driven market.

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