

### **Team Members:**

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### **Situation Statement:**

Klar Cosmetics Company wants to develop its product sales system and make the process of choosing products for the customers more accurate and enjoyable, to help its customers choose the most suitable products for their skin and hair.

### **Effect:**

- **Enhanced Satisfaction:** Customers will enjoy a more personalized experience, feeling confident that the products recommended to them are the right fit.
- **Increased Trust:** By receiving accurate, tailored suggestions, customers are more likely to trust the brand's expertise and offerings.
- **Loyalty:** Positive experiences foster stronger customer relationships, encouraging repeat purchases and brand loyalty.

### **Impact :**

- **Brand Image:** Offering advanced personalized recommendations will position Klar as an innovative leader in the beauty industry, enhancing its reputation for customer care.
- **Brand Loyalty:** With a personalized approach, Klar can deepen customer relationships, ensuring they return for future purchases.
- **New Revenue Streams:** Personalized product suggestions can lead to higher sales as customers are more likely to purchase products that match their needs.