

Box: <https://www.box.com/home>

**Position:** Box positions itself as a unique and polished and mature brand catered to lipstick education and tips. They communicate their position through uses of white space to highlight the lipstick products.

**Audience:** Makeup enthusiasts or beginners.

**Differentiators:**

- Highlight product alone to show quality
- Clean and easy design, simple to navigate through
- Highlights lip care products

Bite	Positive	Negative
Internal	<b>Strengths</b> <ul style="list-style-type: none"><li>● Engaging brand identity</li><li>● Visually Appealing</li><li>● Easy call to action</li><li>● Offers modern shades</li><li>● Highlights product formula</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>● Navigates to Sephora</li><li>● Difficult to get started</li><li>● Limited color selection</li></ul>
External	<b>Opportunities:</b> <ul style="list-style-type: none"><li>● User base expanding</li><li>● Lipsticks based on current trends</li></ul>	<b>Threats:</b> <ul style="list-style-type: none"><li>● Other brands appealing to more users</li><li>● Too many lip products</li></ul>

Giella: <https://giella.com/collections/lips/products/lipstick>

**Position:** Gielle itself as a clean and modern lipstick brand similar to Bite Beauty. Gielle offers both lipstick gift sets and custom lipsticks.

**Audience:** Based on imagery and layout, Gielle is catered to all makeup enthusiasts, specifically professional women who enjoy makeup and value quality in formula.

**Differentiators:**

- Gift Guide for beginners
- Custom lipstick shades including scent and finish
- Highlight lipstick shade
- Free samples with purchase for buyer retention

Giella	Positive	Negative
Internal	<b>Strengths</b> <ul style="list-style-type: none"><li>● Features real users with product</li><li>● Offers customization</li><li>● Multiple calls to action</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>● User can get lost</li><li>● Limited color selection</li></ul>
External	<b>Opportunities</b> <ul style="list-style-type: none"><li>● User base expanding</li><li>● Design trends for custom products</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>● Too many products</li><li>● Changing values amongst lipstick buyers</li></ul>

CCC Specialists: <http://www.threecustom.com/home.php?cat=253>

**Position:** CCC Specialists positions itself as a lipstick maker brand. With little imagery or navigation, CCC specialists target lipstick enthusiasts who value certain colors. Users can get their lipstick shades remade if discontinued.

**Audience:** Makeup enthusiasts and experts

**Differentiators:**

- Offers discontinued products from different brands
- Expert advice on lipstick shades for special occasion

3CCC	Positive	Negative
Internal	<b>Strengths</b> <ul style="list-style-type: none"><li>• Detailed product ingredients</li><li>• Offers discontinued shades</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Overwhelming and confusing navigation</li><li>• Lack of users or reviews</li></ul>
External	<b>Opportunities</b> <ul style="list-style-type: none"><li>• Untapped markets</li><li>• Diversification</li><li>• Offer current lipstick shades</li><li>• Branding opportunities</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Changing industry</li><li>• Social media influence</li></ul>