Industry Overview:

Skincare cosmeceuticals has become a growing industry as more and more awareness is spreading about the effectiveness of external application of naturally derived oils with minimal non-organic products as well as the concept that the skin is an external reflection of the general health, specifically digestive, of the body as a whole. While the market is saturated with such products there are very few products that use herbs of such variety and exoticness that is our mission to provide.   
Fads are very common in this industry and we project that in the next half decade, Ayurveda and eastern medicine related skincare will be a very popular trend. If not, we’ll set the trend.

Mission Statement:  
We wish, through Yogique Skincare, to bring ancient herb based healing techniques from India to the benefit of the mass public. Our mission is make available carefully formulated and sustainably manufactured herbal formulations in a beautiful and appealing package for sale in the United States. A large part of healing through Ayurveda involves lifestyle and diet decisions. While our product line is specially formulated to target healing through topical application of oils and internal consumption of herbal supplements, a large part of the process lies in the hands of the customer. Therefore, our secondary mission is to educate our customers about the synergistic and holistic approach that Ayurveda takes towards the healing process.

Our Product placement:

Market analysis:

Niche/Uniqueness: Competitive Advantage:

What separates us from several other competitors is the use of herbal formulations that are geared towards a person’s *Pravritti*. This is an Ayurvedic term for body type. However, it encompasses far more than just the body type because Ayurveda believes a person’s mental and emotional state is tied closely with the *Pravritti* as well. Our product will leverage the knowledge provided by Ayurveda about how to balance the *Doshas* using specific combinations of herbs. We believe very strongly in the high effectiveness of our products having tried them out ourselves.

Ambitions:

We wish to become a multi-million-dollar industry within 5 years. Our aims are set high to compete with top brands like Loreal, Estee Lauder, Clinique etc and our look and feel will reflect this right off the bat.

Product types and description:

To begin with we have settled on these following products with details:

1. **Vata Face Oil:**

Final Ingredients: Grapeseed, Almond, sesame oil, rose hip oil, anantamool, licorice, shatavari, gotu kola, kumkum essential oils of palmarosa, rose, sweet orange, helichrysum, usheera

1. **Pitta Face Oil:**

Final Ingredients: Grapeseed oil, sunflower, coconut oil, licorice, neem, amalaki, guduchi, brahmi, bhringraj, essential oils of jasmine, sandalwood, geranium, helichrysum

1. **Kapha Face Oil:**

Final Ingredients: Grapeseed oil, Sunflower oil, safflower oil, licorice, manjistha, lodhra, amalaki, dashmool, saffron, essential oils of lemon, lavender, helichrysum, mint, orange

1. **Tridoshic Face Pack:**

Final Ingredients: Moong bean powder, licorice, anantamool, aloe vera, musta, lodhra, manjistha, priyangu, turmeric, kumkum, clay, orange peel

1. **Tridoshic Body Oil:**

Ingredients: Sesame Oil (40%), Cow’s milk (40%), Olive Oil (20%) processed with Vijayasar, Licorise, Tulsi, Triphala (Triphala - it’s both ways internally and externally Tridoshamak) with Lavender essential oil (for essence).

1. **Blood Cleanse Supplement Tablet:**

Final Ingredients: Manjistha, neem, aloe, guduchi, amalaki, khadira, mahanimba, licorice, papaya

1. **Digestive Tablet:**

Final Ingredients: Cumin seeds (45%), Carom seeds (45%) and triphala (10%)

1. **De-Stress Formulation:** Centella asiatica, Convolvulus pluricaulis, Herpestis monniera, Withania somnifera, Benincasa hisipada, Prunella vulgaris, Ocimum sanctum, Celastrus panniculatus, Salix caprea, Peonia emodi processed with Benincasa hispida (kushmanda or popularly known as Petha)

**Cost of manufacture is as follows:**

1. Vata Face Oil: $25.99/16oz
2. Pitta Face Oil: $27.99/16oz
3. Kapha Face Oil: $27.99/16oz
4. Tridoshic Face Pack: 19.99/lbs
5. Tridoshic Body Oil: 23.99/16oz
6. Blood cleanse and Digestive Tab: $0.05/tab (tab wt: 950 mg, in bulk packing)

**Price Point:**

Per 1oz –

1. Vata Face Oil: $60
2. Pitta Face Oil: $60
3. Kapha Face Oil: $60
4. Tridoshic Body Oil: $60

Per 10g --

1. Tridoshic Face Pack: $40

Per 10 tabs:

1. Blood cleanse/ Digestive tab: $30



Marketing strategy: Publicity and advertising:

Flyers, rack cards, sponsoring relevant events,

Social media: Facebook, Instagram, pintrest through the use of infographics, educational videos, blog posts, recipes to generate traffic to sales website.

Business structure/roles and responsibilities:

Sales strategy:

Online storefront will be created on the Shopify platform.

Personal website?

SWOT/SVOR:

Income Sources:

Sales target: Product Pricing: Expenses:

Packaging Strategy:

* Promotions
* Sample Size packaging
* Labelling

Production Timeline:

Supply Chain Strategy:

Vector diagram