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* Subject code: WEDE5020
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**1BERRY LIFE BEAUTY**

This business called Berry life beauty was founded in 2022 by miss Mathivha OOP

Berry life beauty is a beauty brand that produces blushes, eyeshadows, lipliners,

lipstick and lip gloss inspired by colors of berries and the berries are infused in the

Products.

**1.1THE TARGET AUDIENCES**

The potential target of Berry life beauty is Gen-z's, Gen-A's and Millennials

(of diverse skin tones) who appreciate euthenics, inclusivity and personalization in

fruit inspired beauty brands with vibrant colors.

**1.2GOALS OF THE BUSINESS W**

Berry life beauty’s aim is to produce quality products which are not harmful to skin yet provide

antioxidants and vitamins which enhance skin health and appearance. This beauty brand aims

to source products suitable for skin tones and types. As success bind with trust of customer, we

also aim to build trust with our customers to ensure that quality is all they get. As we have gained

trust, this will enable us to expand as we will be exposed as good quality beauty brand, we could

expand globally or nationally depending on the exposer of customers. With this website this will

help with ability to serve everyone who wants to access Berry life beauty instead of travelling to t

the shop.

**2.THE PROJECT PLAN FOR OUR BUSINESS**

**2.1 Marketing strategy**

* Social media: Utilize Instagram, Facebook, Twitter and YouTube to showcase beauty products, offer tutorials and engage with customers.
* Influencer partnership: Collaborate with beauty influencers and makeup artists to promote products offered by Berry life beauty.
* Emailing marketing: Send regular newsletters to subscribers such as launces, promotions and expert advice
* Events: Host workshops, masterclasses and pop-up events to showcase Berry life beauty products, provide expert guidance and build Berry life beauty’s loyalty

**2.2 Operations**

* Manufacturing: Partner with quality manufacturers to create quality products, adhering to strict quality control and safety standards.
* - Distribution: Establish relationships with big box retailers, online retailers, and distributors for widespread product availability.
* - Customer Service: Provide excellent customer service through multiple channels, including phone, email, and social media.

**2.3 Market Analysis**

* Target market: Beauty enthusiasts, make-up artists, and shoppers who are interested in high-quality, inclusive products.
* Market size: Estimated (R1,200,000) in annual revenue.
* Competitor analysis: Point of difference (USP) will be (name of the company) commitment to inclusivity, sustainability, and customized customer experiences.

**2.4 Product Line**

* Eyes and cheeks: Our eyeshadow palette and blushes are designed to enhance and transform the eyes, with a focus on ease of use and versatility.
* Lips: Our lip products, lipsticks, lip glosses, and lip balms offer a wide range of shades and finishes inspired by berries, focusing on comfort and moisturizing.

**2.5 Financial Projections**

* Revenue: R500,000 in the first year, increasing by 15% annually
* Expenses: - Manufacturing and Production: R150,000
* Marketing and Advertising: R100,000
* Rent and Utilities: R50,000 - Salaries and Wages: R100,000
* Total expenses: R400,000 - Profit: R100,000 in the first year, increasing by 20% annually.

**3.WEBSITE PROPOSAL**

**3.1Website goals and objections**

This website for berry life beauty will assist in terms of advertising and reducing physical contact in the shop. Our berry life beauty website goals include finally creating a safe online space to order for local and national individuals. The online space will also help us determine what is in great demand in terms of production. Our website goal is to create a space where individuals will be informed of certain new business launches or changes to products and inform one in cases where there was a malfunction in production affairs

**3.2WEBSITE FEATURES AND FUNCTIONALITY**

This website consists of 5 pages these pages are:

* Home page: This is the main page where all the notifications about the berry life beauty brand will be pasted. (this includes new launches, advertisement and all changes done)
* About us page: this page will explain a lot more about the life of Berry life beauty in the beauty industry (this page will explain why berry life is inspired by berries)
* Services page: a page which will display all the services Berry life beauty offers
* Enquiry page: as we all know a business grows based on complaints and compliments this is where everyone will place their enquiries either bad or good
* Contact us page: page full of ways one can contact the Berry life team

This website is going to work as a website of advertisement and a way of launching new products

**3.3 WEB DESIGN**

This website is going to use inspired colors of pink and purple at best. The branding will show case the first letter of the company’s name (B) with the middle carrying name Berry life beauty. Simplicity will be key as the colors chosen are light and aesthetically will be of nature combined with modern industrial vibe

**3.4TIME LINE**

It took 6 days using minimum2 hours per day to complete this assignment

|  |  |
| --- | --- |
| Research and planning of the desired company | 1hour30 mins |
| Research of type of website to conduct | 35 mins |
| Conducting the initial start of document | 2 hours |
| Completion of document | 2 hours |
| Creation of the folder including files for the website on visual studio | 1hour 10 mins |
| Filling information on each page of the website | 2hours 35mins |
| Image pasting on the website | 1hour |
| Compiling and editing | 2hours |

**3.5 BUDGET**

|  |  |
| --- | --- |
| Developing and structuring the html files | R2,000 |
| Hosting of the website on GitHub | R1,200 |
| Debugging and running | R1,800 |
| maintenance | R2,900 |
| total | R7900 |

**4.REFERENCING LIST**

4.1Jeunesse, M.L. (2024). *Why KNC Beauty Has Become Gen Alpha’s Obsession*. [online] Teen Vogue. Available at: <https://www.teenvogue.com/story/knc-beauty-gen-alpha-obsession?utm_source=chatgpt.com> [Accessed 6 Apr. 2025].

4.2 McKinsey & Company (2022). *The Future of Beauty and wellness: Inclusive, personalized, and Sustainable | McKinsey & Company*. [online] www.mckinsey.com. Available at: <https://www.mckinsey.com/featured-insights/themes/the-future-of-beauty-and-wellness-inclusive-personalized-and-sustainable>.

4.3 Grandviewresearch.com. (2025). *South Africa Beauty And Personal Care Products Market Size & Outlook, 2030*. [online] Available at: <https://www.grandviewresearch.com/horizon/outlook/beauty-and-personal-care-products-market/south-africa> [Accessed 5 Apr. 2025].

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