SBSC-II | Fall 2020

School: Tepper (CMU)
Client: Oakmont Skin Care and Electrolysis
Team: Shelby Livengood, Steffi Nazareth

Oakmont Skin Care & Electrolysis

High-End day spa offering a variety of services and products including their own product line

Established & Successful Business of 20+ years

78% Services
Of which 41.5% Facials & other Face Treatments

22% Product Sales

Their Customers

Oakmont Median Age: ~48

LTV Customer: Women in age range 40-70

Primary services: Facials, Electrolysis, Waxing

Customer Empathy Profile:
- Oakmont is currently in the green zone*
- Socialization happening at outdoor restaurants
- Winter is coming...

Problem Definition & Goals

- **COVID restrictions & concerns:** Revenue is down 41% YTD 2019-2020 (60% Facial Treatments, 24% Product Sales)
- **LTV Customers** uncomfortable returning for facial services
- **Goals**
  - Build trust with customers
  - Bridge gap with retail product sales
  - Grow customer base

Strategy Overview

Build trust for in-store experience

Reduce anxiety and build digital brand

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Bridge gap with retail product sales

Self-Care Box + "Maskne" Kits

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Grow customer base

# Reducing Anxiety & Building Digital Brand

- Build trust with video walkthroughs
  - Depict the customer journey (How is Oakmont Skin Care clinic creating a safe environment for their customers?)
  - Share over all media channels

- Digital Presence
  - Match the website to reflect the brand & value offered
  - Addition of web design elements which influence SEO
  - Strong first impression to help with customer acquisition

Self-Care Box: "Paint Night" of Skin Care

- Series of product boxes w/facilitated social

- LTV Customer: relaxation, connection, sustaining

  relationships

- New Customers: (ex: men, teens)

- Small Business Partnerships

"Maskne" Kits-Short Term Cash

- Kits for Mask-Acne
- One-Time Orders
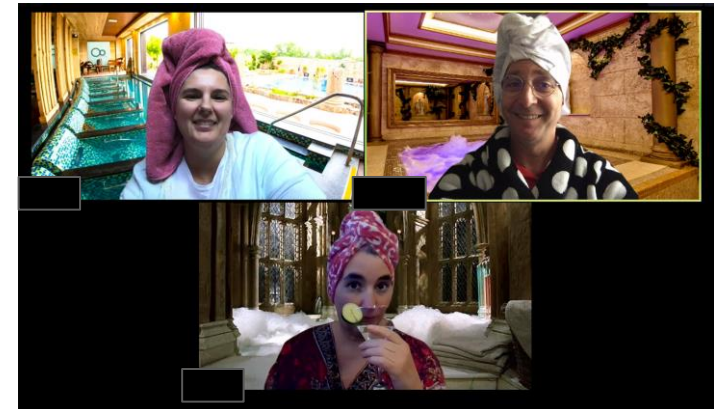
Implementation & Risks

Week 1-2

- Hire a Social Media Intern
- Build a 90 day branding plan
- Launch "Maskne" Kit

Week 2-4

- Build pilot box series plan
- Reach out to partners
- Poll customer base

Week 5

- Launch pilot box series for pre-order

Risks:

- Labor Cost
- Interest & Adoption
- Packaging/Delivery Cost

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Impact

● Generate Short-Term Cash with Product Sales

● Increase Service sales with incentives from boxes & customer journey branding (30% revenue increase)

● Expand customer base while partnering with other small businesses in Oakmont