

Vixxen Lash Co.

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Vixxen Lash Co. Business Proposal

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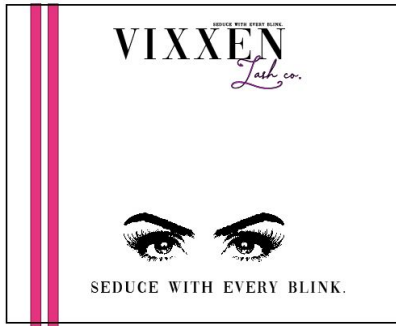
Introduction

For some, lashes are an everyday accessory. For others, a good pair of lashes are needed to spice up a look from a casual play date or a night on the town. While many retailers like Walmart and Ulta Beauty have dozens of lash brands to buy, many of them do not meet the standards of either being affordable or follow the latest trend. The lash industry is lucrative. In this industry alone, sales are projected to reach an estimated amount of \$1.5 billion in the next five years. Vixxen Lash Co. will sell high-quality, reusable faux mink eyelashes online, starting at \$10.



Executive Summary

By 2025, the lash industry is projected to be worth \$1.5 billion. The new business opportunities are endless. Vixxen Lash Co. sells glamorous strip lashes that are affordable. Designed with packaging that is stylish, neat and seductive. Our mission statement is to seduce



with every blink. Lashes will be sold online using a storefront platform, BigCartel. Online marketing through social media platforms will be the company's main marketing strategy. By using social media influencers and followers to demo the products more people will trust and invest into the product themselves. Although there are thousands of lash brands Vixxen Lash Co. main

competitors are big retailers like Ulta that sell quality lash brands starting at \$12 and people choosing to get the eyelash extension procedure. Most eyelash wearers want the eyelash extension look without the hefty price tag or spending hours in a salon getting them installed. Vixxen Lash Co. will offer affordable lashes, starting at \$10, that look and feel like glamorous eyelash extensions.

A. Industry

The Makeup industry is lucrative. The eyelash industry is becoming more popular each day. Girls love lashes. The variety of styles are endless. Glamorous, dramatic, replicates eyelash extensions, faux mink, wispie, fluffy and natural are just some of the extremely popular styles and trends of lash extensions. While the lash procedure requires licensing and regulation, the sale of lash products requires no regulation and can be done simply. The lash industry is a billion dollar industry with many opportunities to grow and start a new business.

B. Location

Because the product is small and can be sold alone, Vixxen Lash Co. lashes will be sold mostly online. Lashes will be purchased at a wholesale price from online retailer, Alibaba. The online platform Vixxen Lash Co. products will be sold on is Big Cartel. Big Cartel will allow customers to shop on a online store front and pay using a credit card or paypal. Lashes will also have the freedom to be sold anywhere online, social media, or in person by accepting online payment such as: Cash App, Apple Pay, Venmo and Paypal. The benefits of online retail are endless. Everyone shops online, whether on a website or through social media . For eyelashes, the best storefront would be online. There would be no worry of trying to find a small place and pay a huge rent every month when the inventory is small enough to be kept on hand.



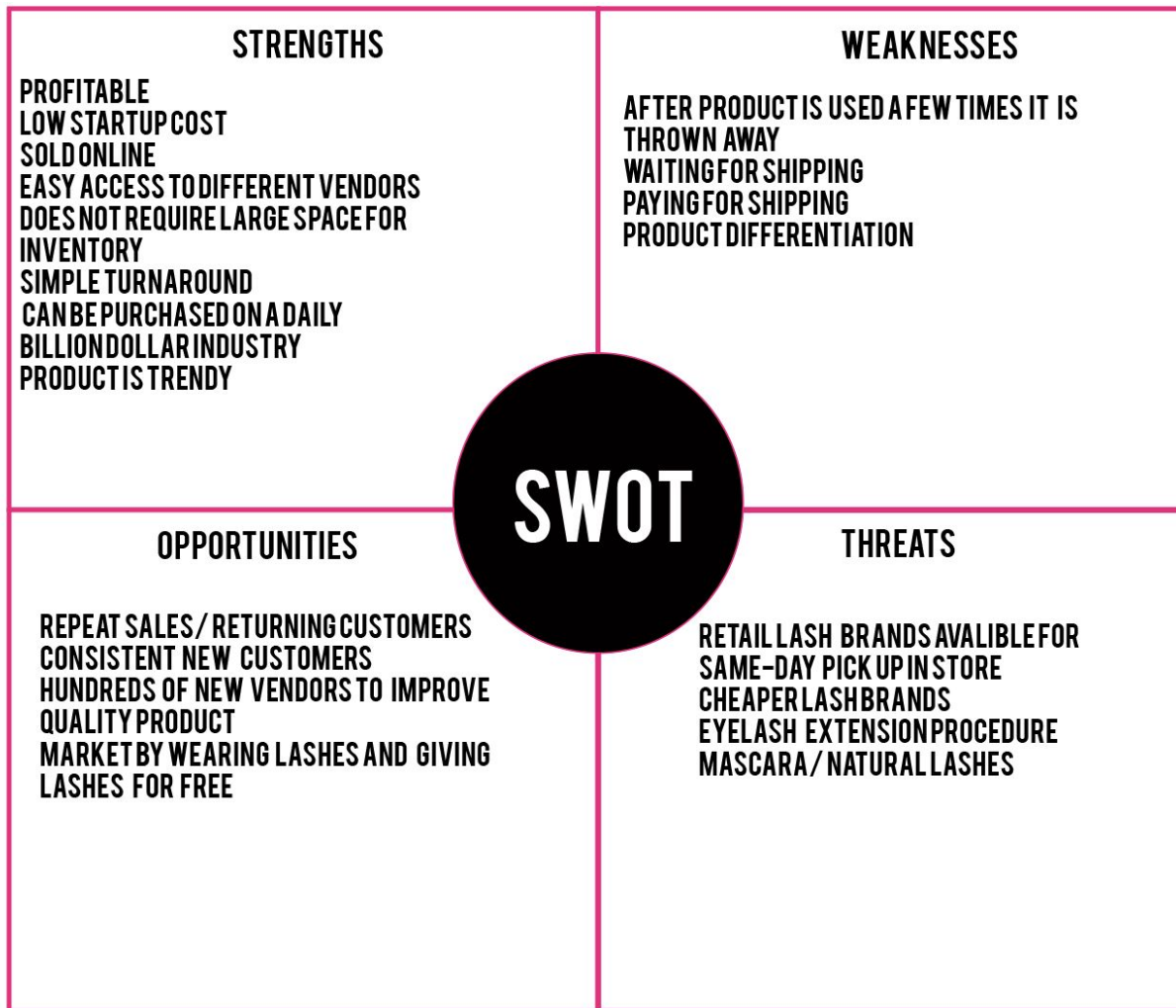
C. Target Market

The target market is Women (18-27). Women 18-27 is the target demographic because this audience wears false eyelashes the most. Some members of this audience wear false lashes on a daily basis. The size of this audience is pretty large. Because eyelashes are used everyday, not only is there high potential for repeat transactions, but also potential for new purchasing customers daily. Consumers are always looking at Instagram models and influencers on the latest and best makeup products to buy.

D. Competition

Vixxen Lash Co. biggest competitors are retailers that sale a variety of lash brands. One retailer for instance, Ulta, happens to be Vixxen Lash Co. Biggest competitor. Ulta is the only retailer that sales higher quality lashes. However at Ulta, the customer will be paying \$12-\$26, instead of \$10-\$15 with Vixxen Lash Co. lashes. Another competitor of Vixxen Lash Co. is the eyelash extension service. In a two-hour process, mink lashes are applied to each of the consumer's individual eyelash. A licensed cosmetologist or esthetician with lash certification must complete the procedure. With this service, lashes will stay on all day everyday and are waterproof. Lashes stay for 2-3 weeks and will fall out with natural lashes over time. People complain about these lashes damaging real lashes and being expensive to upkeep.

SWOT ANALYSIS:



Strengths

- Profitable
- Low startup cost
- Sold online
- Easy access to different vendors
- Does not require large space for inventory
- Simple turnaround
- Can be purchased on a daily
- Billion dollar industry
- Product is trendy

Weaknesses:

- After product is used a few times it is thrown away
- Waiting for shipping
- Paying for shipping
- Product differentiation

Opportunity:

- Repeat sales/ returning customers
- Consistent new customers
- Hundreds of new vendors to improve quality product

- Market by wearing lashes and giving lashes for free

Threats:

- Retail lash brands you can pick up in store same-day
- Cheaper lash brands
- Eyelash extension procedure
- Mascara/ natural lashes

E. Strategy

Vixxen Lash Co. is the best quality lashes for an affordable price. Seduce like a Vixxen with lashes that look and feel like mink lash extensions without the hundred dollar price tag or the damage of real natural lashes. The higher quality lash brands at Ulta range from \$12-\$26. Even with the higher price tag, lash styles are limited and lashes don't replicate the eyelash extension "look." Vixxen Lash Co. Lashes start at \$10 and are high quality lashes that are guaranteed to give you "that look". Vixxen Lash Co. will be sold through an online retailer so most of the promotion will be on various social platforms. The word of the new product launch will be promoted through social media. Products will be given to influencers/ models and select followers of the brand to test out and take photos with the lashes and product packaging. The Vixxen Lash Co. will also reach out to local makeup artists and get them to purchase lashes in bulk for a discounted price. Not only will the makeup artist be at ease will offered a major discount but will also be able to market the Vixxen Lash Co. just by using the lashes on their clients.

Summarization

Vixxen Lash Co. will be a successful business venture because right off the back profit from an investment can be made. The startup cost is relatively low compared to other businesses. Because the industry is so large and some consumers wear them everyday, they will always be in demand as a beauty product. The hardest part of the business will be finding the right niche of people to order Vixxen Lash Co. but once that is obtained, sales will remain consistent.

