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# Margarita

**BUSINESS PLAN**



*Margarita*

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# 1. BUSINESS AND OBJECTIVES

1.1

Briefly describe your business, outlining the different product(s) you offer

Margarita is an online makeup brand inspired by Tuscany, Italy that specialises in Aromatherapy and mood-altering cosmetics. The founder has a deep connection to Italy and built the brand on the saying: "Italiana in fondo al cuore" meaning Italian at the bottom of my heart. To sum it up in a sentence, Margarita provides great quality makeup that has an added benefit as the products all use aromacology to elevate your mood, reduce anxiety + stress and relax you. Our brand is cruelty-free and offers total transparency from ingredients to packaging and gives utmost

importance to ethical practices. Margarita is a brand that takes responsibility for both its social and environmental impact. All our products are citrus infused from our miracle moisturizer to our juicy lipstains and bold eyeshadows as following tradition, Italian women have always believed in the power of citrus, and use fruits such as oranges and lemons religiously in their beauty routines. We want our customers to embrace their imperfections instead of covering them, and look their best glamorous self by using products that make you feel good on the outside and the inside.

1.2

Objectives

## 1.2.1 Short term (current year)

Our goal's for Margarita before launching include finding a cosmetic chemist with the same beliefs as our business to help the company develop the products effectively. We will also need to research and purchase web traffic analysis software to increase traffic to our website in order

to better pinpoint current traffic trends as well as we aim to build up a loyal customer base through advertising and PR.

## 1.2.2 Medium term (next 1-2 years)

After the first year or two, we hope to expand our range of products to other scented and soothing beauty products and to increase traffic to our website by at least 50% by the end of the fiscal year.

We also want to expand internationally to beyond the UK and Europe in order to grow our consumer base.

## 1.2.3 Long term (3+ years)

A long term goal for Margarita would be to launch a physical store or pop up in order to physically connect with customers, allow them to test out and try on products and hopefully reach new and older demographics. Our buyers are of utmost importance and therefore another long term goal would be to have a strong

and healthy relationship with our consumers and receive 95% positive customer feedback.



### 1.3

### Start up Capital

The start up loan will be needed for the following purchases:

- Web design
- Branding
- Advertising/PR
- Manufacturing
- Product formulation and ingredient sourcing
- Insurance
- Shipping Cost
- Utilities and taxes.

I am planning on financing the start-up and first 12 months of cash flow from my personal resources and family angel investors.



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## 2. SKILLS AND EXPERIENCE

2.1

Briefly describe your business, outlining the different product(s) and/or service(s) you offer

I worked for Glamour magazine at the Vogue House in Hanover Square as a beauty intern through which I gained extensive knowledge about cosmetics and skincare products and how to review their effectiveness. I also learnt what goes into and how a successful business runs. I

also volunteered at a charity called Thali and helped them design promotional flyers and banners. Furthermore, I have run my own beauty and fashion blog since the age of 12 which has in return taught me how to construct and run a website effectively.

2.2

Outline any education or training you have had that is relevant to your business

I am completing my BA Hons in Fashion Communication at the Condé Nast College of Fashion and Design during which I have worked on a Collaborative Industry Project with the cosmetic brand MAC in the creation of a makeup line, and the Digital Strategies and PR module helped teach me the importance of using an effective marketing strategy that fits your target audience and brand. At the college, I have learnt how to work towards deadlines, and set achievable goals and

targets. I have developed my creative skills with the Adobe platforms InDesign, illustrator and photoshop. I have also enhanced my business and entrepreneurial skills. Being at a university that allows you to work with professionals in the industry has really developed my professional skills in dealing with clients and the public. (Appendix 7)

2.3

Outline any transferable skills, talents or traits you have that are relevant to your business:

I am a team player, hardworking and always up for a challenge. I am an organised and reliable individual. I have significant communication skills and work well under pressure which is why I have been successfully organising school events and art festivals all through my school years. According to my 16 personalities test, I am a protagonist which makes me probable of success in various roles, at any level of seniority and a natural born leader full of passion and drive. It further states that my ideal job would involve anything that lets me help other people as I am social,

reliable and tolerant. In terms of hard skills, I am proficient in Microsoft Office, Adobe Indesign, Photoshop and Illustrator. (Appendix 4)



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2.4

Briefly outline any gaps in your skills, experience or qualifications and explain how you will address these

My biggest weakness is finance therefore in order to avoid any mistakes with the cashflow forecast and pricing, I will be consulting financial advisors during any monetary decisions.

Another gap in my skills is that I will need to find a cosmetic manufacturer suitable to develop aromatherapy cosmetics with the same morals and ethics as Margarita in order to make the desired products.

### 3. TARGET CUSTOMER

3.1

How many potential customers do you estimate are in your target regions for this financial year?

The global cosmetics industry is estimated at above \$170 billion per year. Nearly \$40 billion is in the US, while the remainder is scattered across Asia, Europe, Australia, and Africa. (Upcounsel) It is said to increase to \$863 billion by 2024 (Zion Market Research). According to Piper Jaffrey's current semi-annual teen survey, beauty spending is up 20% from last year as teens proceed to spend on makeup and skincare. Mintel also records that cosmetics (31%) are the most significant beauty segment amongst youth consumers.

Gen Z will represent beauty for the following decade as it will make up 40% of customers by 2020. (WGSN, 2020)



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3.2

Briefly describe your target customers and any other distinguishing features, expanding on any of the areas you have already highlighted above:

**AGE** - 16 - 30yrs (Gen Z & Millennials)

**GENDER**- Mainly women but open to all genders

**INCOME**- £12,000

**TARGET REGIONS**- UK and Italy in the first year expanding to other countries in Europe during years 2 & 3

**TRAITS** - Glamorous

- Woke/Savvy
- Eco-friendly
- Beauty Enthusiasts
- Interested in emotional wellbeing
- Creatives

**CHANNELS** - Instagram, Snapchat, Youtube, Pinterest

3.3

What customer need or problem does your product(s) and/or service(s) address?

In an age of high anxiety, political difficulty, environmental disturbance, and digital overload, Gen Z stresses on improving their mental wellness. According to Varkey Foundation's 2017 study, 94% of Gen Z believe happiness is achieved through a healthy body and mind however most of them find it very difficult to achieve this. (WGSN, 2020). Margarita provides

beautiful and functional spa inspired beauty products that all use aromacology to make you look your best all while supporting your emotional wellbeing. The products will reevaluate aromatherapy and cosmetics for the new generation by subtly soothing your senses, boosting your mood and making you look your best.



### 3.4

### Explain your approach to pricing your product(s) and/or service(s)

Pricing Margarita's products is currently according to Value-based pricing.

According to Eric Dolansky, The associate Professor of Marketing at Brock University, "You still have to make sure the value to the customer is higher than your costs. Otherwise, you will lose money with every product you sell." He also advises that, ideally, all entrepreneurs should use value-based pricing. As an entrepreneur selling artisanal goods that stand out in the market, value-based pricing will help better communicate the benefit of our products. (Appendix 6)





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## 4. MARKET AND COMPETITION

4.1

What research have you conducted to understand your market, including your industry, regions, customers, competitors?

As our cosmetics take inspiration from Italy, I found that relaxing is the way of life in Italian culture. While most women might choose products that make them look great, Italian women want what makes them feel great.

While most experts accept that the amount of essential oils in makeup is too small to affect your sense of well-being dramatically, scent can make an otherwise routine makeup application process more pleasant and enjoyable.

Gen Z values makeup brands that allow them to experience calming, sensorial practices and beauty products which boost their physical, mental, and emotional well-being, particularly if they also appeal to Gen Z's views in positive messaging, sustainability, and ethical methods (WGSN, 2020).

Beauty is not seen as conventional anymore. Makeup has become a means to brighten the mood. This can include using bold lip colours and coloured eyeliners, or little to no makeup at all. Gen Z believe that they don't 'need' to apply makeup every day; they feel empowered in their own choices. Makeup can then be an enjoyable activity for them to experiment with.

Even though this generation honours individuality, Gen Z has aspired to become a part of something bigger than themselves. They desire brands that are cruelty-free, ethical, sustainable, and environmentally friendly. 83% of them said that they purchase organic beauty products, while 82% declared that they were more willing to buy a product if it doesn't hurt the environment.

They also carefully examine what goes in their products, choosing the vegan goods that do not include parabens, sulfate, and phthalate etc. The key beauty terms today are 'stripped back' and 'clean.'

Margarita wants buyers to feel good about using its products, all while making them know that they're doing good for the planet with their purchasing power.

Unlike previous generations, Gen Z lives in the age of technology, and consequently searches for recommendations from the online beauty community for information. 56% of teens follow a beauty or skincare brand on social media as social media enables them to not just know about products, but see how they work, through their friends or celebrities and influencers. (Mintel)

With self-care being a natural branch of cosmetic maintenance, this accent speaks to the customers who are interested in holistic but straightforward methods of achieving wellness.

There is a relationship between scent and mood-boosting properties. It is an idea that most aromacology fans are aware of and love.



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#### 4.2

#### Competitor 1: SKINFOOD

"Feed your skin; it deserves a treat" is SKINFOOD's philosophy. SKINFOOD is a South Korean skincare and cosmetics manufacturer and retailer, headquartered in Seoul. SKINFOOD produces delightful cosmetics from natural ingredients like sugar, rice, vegetables, and fruits that pamper, protect and soothe your skin. (Yesstyle)

##### **Name, Location, Website:**

SKINFOOD  
Seoul, Korea  
<http://eng.theskinfood.com/shopMain/shopMain.do>

##### **Strengths:**

- Natural high-quality products: All of SKINFOOD's cosmetics contain natural ingredients. Their food philosophy promotes product development to guarantee that only the highest quality food ingredients are used to create a rich, healthy lifestyle.
- Unisex: This brand caters to both women and men and therefore has an expansive customer base.



##### **Weaknesses:**

- Expensive: In comparison to other beauty brands, SKINFOODS products are costly
- Competition: In the UK, SKINFOOD faces stiff competition from established companies such as The Body Shop and Lush

#### 4.3

#### Competitor 2: Fat And The Moon

Fat and the Moon provides handcrafted, organic face and body products for consumers looking for natural and practical alternatives to chemical-filled cosmetics. They examine traditional ingredients and techniques descended from numerous healing practices to craft innovative and straightforward beauty products that are safe and healthy for the skin and the environment.

##### **Name, Location, Website:**

Fat and the Moon  
USA  
<https://www.fatandthemoon.com/>

##### **Strengths:**

- Strong R&D- Built on an ancestral heritage of herbalists and natural healers, Fat and the Moon founder Rachel Budde's team, consists of a founding, developing and a practising herbalist, a confectioner and an esthetician.
- Unique products



##### **Weaknesses:**

- Marketing: No awareness in the UK
- Doesn't focus on gender and geographical differences in skincare needs.



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**STRENGTHS:**

- All products use aromacology; Our products are useful for their calming, stimulating and uplifting qualities. The mood-boosting benefits of the makeup products is all thanks to the aromatherapy ingredients

Gen Z appreciates brands that provide soothing, spa-like experiences, and products that emphasize on consumers mental health and well-being. (WGSN beauty and insight)

- Ethical beauty: Ethics and sustainability are of massive importance to Gen Zers', as they've lived in a time when our effects on the earth and other species has become more apparent. According to Nielsen's 2018 global survey, 80% of Gen Z believe it is of enormous importance that businesses should help and cater to the environment (WGSN beauty and insight)

- Organic, sustainable and cruelty-free. Over 80% of Generation Z purchase organic and natural skincare products (Disturbmenot.com)

- Extensive research and innovation in the interest of beauty

- Products are easily consumed online through business to consumer model

- Natural products

- Strong branding and aesthetic

- Textures and transformative formulas, such as jelly-to-powder, will satisfy the

need for real-life sensory experiences.

-Innovative

**WEAKNESSES:**

- No physical store so customers can't smell, test and feel the products

- New business from scratch therefore it isn't as established as competitors

- Margarita cannot be sold in countries that expect animal testing- however this can be seen as an opportunity as since it is an online beauty brand, after international expansion, eventually consumers from such countries will be able to purchase the products.

**OPPORTUNITIES**

- International Expansion

- Bring out a skincare line infused with a different moodboosting scent

**THREATS**

- Tough competition in the cosmetic market with new brands launching every day.

- Economic downturn can hinder sales

- Quick changes: The cosmetic industry moves swiftly. Keeping up with trends and following customer demand can be challenging.



## 5. SALES AND MARKETING PLAN

5.1

How do you or will you promote your business?

We will consider omnichannel marketing, merging PR, Social Media, and Influencers as well as Digital Advertising on platforms such as IG, FB, Youtube, Pinterest, and Google Ads. Social media marketing is our primary marketing plan as it is moderately economical and being an online cosmetic brand, will be a suitable means for Margarita. All marketing will be authentic and genuine, using engaging campaigns. Gen Z'ers have an 'eight-second filter' when they are looking at content on the

internet and surrounding them (WGSN,2016). The marketing will be based on protecting the environment and starting a brand-new community that is purveyed to be entwined in Gen Z's lifestyle, making them a part of the advertising rather than merely marketing an idea to them. This would appear to be more appealing and familiar.

5.2

Pick three of your key promotional activities and describe how they currently (or will in the future) help you meet your business objectives

### **Social Media Marketing: Instagram is #1**

Similar to Glossier's marketing strategy, we will launch Margarita on Instagram. We will emphasize on the use of branded hashtags to see how content flows on various social media channels, build the social media reach of posts, and create an album of pictures to use as clients' testimonials. It is found that 31% of buyers get information about sustainability issues on social media (Launch Metrics). As our brand is very much about natural products, ethics, and sustainability, we will build on their importance and attract consumers by telling our story. To develop a cohesive and corresponding social media strategy, we will look at all of our social media platforms as being completely authentic and portray a consistent, aesthetic image. Being active on other social media platforms such as Facebook, Youtube, Twitter, and Pinterest to each account is also crucial. Our consumers are of the utmost importance. We will try interacting social media campaigns like competitions,

giveaways, and question and answer sessions to encourage engagement. with them as much as possible through social media campaigns like competitions, giveaways, and question and answer sessions to encourage engagement.

### **Brand Ambassador: Influencer**

A brand ambassador will confer a valuable chance to gain both exposure to, and relevant engagement with their large followings as influencers/celebrities audiences trust their opinions. As a newbie in the beauty industry, influencers will help get Margarita started in the beauty industry and appear in the consumers' mindset. The solution to a strong influencer marketing campaign is to pick the correct influencer. Anna Rose Vitiello, a London based influencer and a former stylist at Harpers Bazaar UK with over 55k Instagram followers would be a perfect fit for Margarita especially because of her Italian descent and minimalist summery aesthetic that she maintains on her feed.



## REFERRAL SCHEME

People influence people. Nothing impacts people more than a recommendation from a trusted friend. A reliable referral is the holy grail of advertising – Mark Zuckerberg. A 2019 research on how social media impacts the purchase of beauty products to Millennials and Gen Z found that although social media has a massive influence, most consumers still rely on 'word of mouth' recommendations from friends and families (K. Denton, 2019). Therefore, I think a useful marketing tool would be to use the referral system as it is one of the most cost-efficient and trusted marketing strategies. The referral process

will create a simple word-of-mouth marketing exposure for our brand, increasing customer retention rates and revenue. 28% of millennials state that they won't even try a product if their friends don't approve of it or advise it to them. Using a referral program makes sharing with friends and family easy (Nielson, 2015). Highly successful schemes include Dropbox's referral program, which got 4 million users in 15 months, and Amazon Prime, which is probably one of the most-used referral programs in modern times. (referral candy)



## 6. OPERATIONAL PLANS

6.1

Please provide details of two key suppliers or business relationships that are (or will be) important to running your business

It is important for Margarita to have a *manufacturer* that stands for what the brand believes in, is innovative and practices good quality control.

Citrus fruit's are an essential part of Margarita's first collection and therefore

a natural *citrus farm supplier*, is a key business relationship.

Lastly, Margarita will be partner with a cosmetic chemist who will be in charge of product formulation and development

6.2

Supplier / Relationship 1

**Organisation:**

Creative Cosmetics LTD  
IP2 8JX  
Ipswich, Suffolk, England,  
United Kingdom

**Service Provided**

Production, Manufacturing,  
Packaging, Design

**Relationship Status:**

Fixed contract manufacturer

**Key terms of relationship:**

As an ethical and sustainable beauty brand, we will make sure our supplier provides a high standard principled approach to production, packaging assembly and delivery.

6.3

Supplier / Relationship 2

**Organisation:**

The Citrus Centre  
West Mare Lane  
Pulborough  
West Sussex  
RH20 2EA

**Service Provided:**

Citrus Fruits

**Relationship Status:**

Project-based arrangement

**Key terms of relationship:**

The citrus centre is a specialist horticultural nursery specializing in growing Citrus plants and their relatives and has more than 150 varieties at the nursery. They will provide us with fresh fruit to infuse our products with.

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6.4

Supplier / Relationship 3

#### COSMETIC CHEMIST

Margarita will appoint an experienced *Cosmetic Chemist* who will better lead and manage the business alongside the owner and manage product development, formulation and ingredient sourcing etc.

#### Relationship Status:

Partner/ Fixed Contract





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## 6.5

### Other operational considerations

#### 6.4.1 Have you currently recruited staff?

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No.

#### 6.4.2 How many employees do you intend to take on in the next 12-months?

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I will hire a Cosmetic Chemist who will run the company with me.

#### 6.4.3 Where does/ will your business operate from?

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Margarita is a home business and its production is based in London, England where it produces and packages the products and receives organic citrus fruits.

#### 6.4.4 What laws or regulations have you considered for your business?

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Anyone making, importing, distributing, or selling products in the UK, is accountable for ensuring that they are secure for consumers to use and following the legal requirements concerning labeling.

Cosmetic products need to comply with specific compositional and labeling obligations. There must be a record of where you got your cosmetics from and, if you sell them to other businesses, which you supplied. These must be available for inspection for three years from when you were provided with them or, if applicable, when you presented them.

#### 6.4.5 What insurance do you currently have in place or do you intend to put in place for your business?

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The cosmetics manufacturer, public liability insurance policy, protects you against claims concerning your legal liability for injury or property destruction maintained by third parties arising during your business. It will pay any awards made towards you and also meet the cost of any legal defence of any case, whether you are accountable or not.

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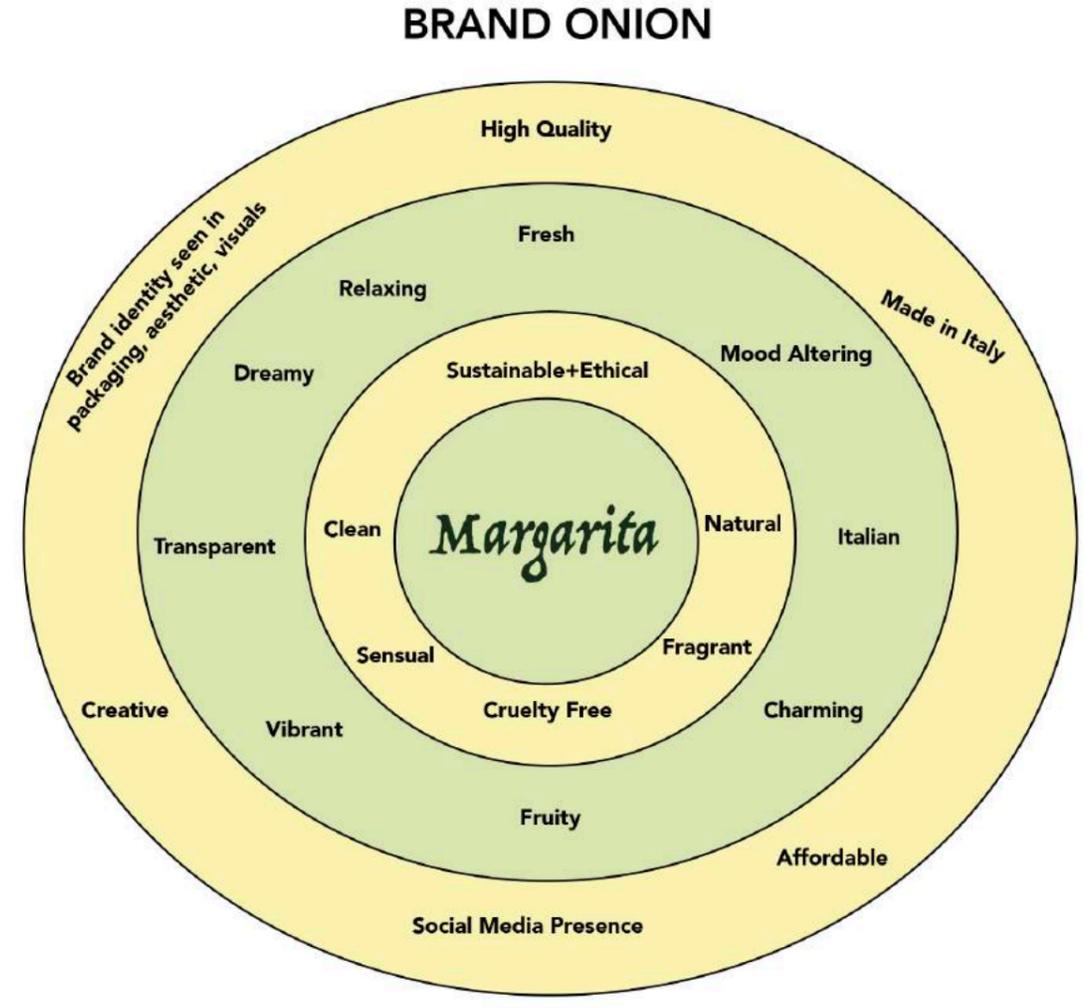
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# APPENDIX 1.

POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGICAL	ENVIRONMENTAL	LEGAL
Product safety is more openly discussed in the cosmetic segment of the beauty industry since these products are designed for skin-to-skin contact. A bill called the Personal Care Product Safety Act allows the FDA to have a more "hands-on" approach to ensuring product safety. Companies will need to report ingredient statements, recalls, and register manufacturers.	As for employment in this industry, nearly one million people are employed, including hairdressers, barbers, manicurists, skin care specialist, and massage therapists. The numbers are only going up from there.  Unemployment rate  Economic growth rate  Interest rate and etc.  Counterfeit	Brand Loyalty: That's why new beauty companies are constantly fighting to get attention in such a saturated market. They change up packaging, container sizes, and even the font on the bottles – all to maybe grab the attention of the customer for 3 seconds. But the battle to win their favor doesn't start and end in the aisle. It expands further to the outside world, the internet, forums and reviews. One bad review is all it takes for a customer to look away in disgust.  Ageing population: anti-ageing products  Increase in population and income	24-HOUR ACCESS The internet really did revolutionise the beauty industry. You can buy almost any product and get it delivered to your home in a day or two. Any new beauty brand can sell their products through Amazon or set up a shop on Etsy. Many sell directly through their site (e-commerce) with no plans to ever put their products in stores (it's both expensive and extremely difficult to get shelf room in retail stores). Sure, the big brands are well-known with a higher chance of keeping their customer base, thanks to brand loyalty. But these new shops offer exactly that: something new, shiny and often – niche. If you have Asian hair or African American hair, the big name companies typically don't develop products specifically for them. But these smaller brands are slowly creeping out to fill that need. You can't necessarily go to the store to pick up these niche products, but many people have no problem waiting a bit to get quality beauty products that work specifically for them (again, brand loyalty comes into play).	The beauty industry is focusing more than ever to try and go "green." Their packaging is becoming increasingly eco-friendly for less stress on the environment. But there's still a growing issue with heavy plastic usage within the cosmetic and skin care segments.	The Federal Food, Drug and Cosmetic Act (FD&C Act) and the Fair Packaging and Labelling Act (FPLA) are the leading laws in which the beauty and cosmetic industry must follow.  The FD&C monitors ingredients based on their use while the FD&C ensures there's misinformation branded on the products. If there are issues, the product may not reach shelves. They may even require a recall.  Consumer Laws  Employment Regulations

# APPENDIX 2.



# APPENDIX 3.

## PORTERS 5 FORCES

HIGH & LOW

### Threat of new entry

The cosmetic industry has a high threat of new entrants as it is a very competitive trade. However, entering can prove to be a challenge due to the huge costs of entry. Developing unique makeup products requires a lot of resources in terms of research and development and the production process. Few firms have access to the funds and expertise required to perform this effectively.

HIGH

### Bargaining power of customers

The beauty industry has a high bargaining power of customers because of the intense competition and availability of beauty products from thousands of manufacturers. These products have high substitutes, giving consumers the ability to compel manufacturers to reduce prices by purchasing those of their competitors. This is a challenge that cosmetic manufacturers face around the world.

LOW

### Bargaining power of suppliers

There are many cosmetic's which are developed by both large and small scale manufacturers. Due to the huge supply, consumers have the power to influence the market prices as opposed to the suppliers.

HIGH

### Barriers to entry and exit

There are huge costs affiliated with entry to the cosmetic industry. These costs include developing as well as research costs and intense competition. The many large scale cosmetic firms that have economies of scale make it a barrier to entry, especially for smaller firms. Barriers to exit include the high development and research costs. Due to the high costs associated with developing cosmetic products, it is difficult for firms to leave the industry without achieving the costs for production. There are also many machines and equipment used in producing cosmetic products, and disposing these at a fair market value is difficult hence making it an exit barrier.

HIGH

### Threat of substitutes

Competition is high in the beauty industry. Therefore, there is a significant threat of substitutes. For suppliers to tackle the challenge of threat of substitutes, they have to innovate products that meet the needs of their target market segments (Keller, 2003: 595-600).

# APPENDIX 4.

## Strengths & Weaknesses

### Protagonist Strengths



- Tolerant** – Protagonists are true team players, and they recognize that that means listening to other peoples' opinions, even when they contradict their own. They admit they don't have all the answers, and are often receptive to dissent, so long as it remains constructive.
- Reliable** – The one thing that galls Protagonists the most is the idea of letting down a person or cause they believe in. If it's possible, Protagonists can always be counted on to see it through.
- Charismatic** – Charm and popularity are qualities Protagonists have in spades. They instinctively know how to capture an audience, and pick up on mood and motivation in ways that allow them to communicate with reason, emotion, passion, restraint – whatever the situation calls for. Talented imitators, Protagonists are able to shift their tone and manner to reflect the needs of the audience, while still maintaining their own voice.
- Altruistic** – Uniting these qualities is Protagonists' unyielding desire to do good in and for their communities, be it in their own home or the global stage. Warm and selfless, Protagonists genuinely believe that if they can just bring people together, they can do a world of good.
- Natural Leaders** – More than seeking authority themselves, Protagonists often end up in leadership roles at the request of others, cheered on by the many admirers of their strong personality and positive vision.

## Introduction

### WHO IS A PROTAGONIST (ENFJ)?

A **Protagonist (ENFJ)** is a person with the **Extraverted, Intuitive, Feeling, and Judging** personality traits. These warm, forthright types love helping others, and they tend to have strong ideas and values. They back their perspective with the creative energy to achieve their goals.

*Everything you do right now ripples outward and affects everyone. Your posture can shine your heart or transmit anxiety. Your breath can radiate love or muddy the room in depression. Your glance can awaken joy. Your words can inspire freedom. Your every act can open hearts and minds.*

DAVID DEIDA

Protagonists are natural-born leaders, full of passion and charisma. Forming around two percent of the population, they are oftentimes our politicians, our coaches and our teachers, reaching out and inspiring others to achieve and to do good in the world. With a natural confidence that begets influence, Protagonists take a great deal of pride and joy in guiding others to work together to improve themselves and their community.



### Firm Believers in the People

People are drawn to strong personalities, and Protagonists radiate authenticity, concern and altruism, unafraid to stand up and speak when they feel something needs to be said. They find it natural and easy to communicate with others, especially in person, and their Intuitive (N) trait helps people with the Protagonist personality type to reach every mind, be it through facts and logic or raw emotion. Protagonists easily see people's motivations and seemingly disconnected events, and are able to bring these ideas together and communicate them as a common goal with an eloquence that is nothing short of mesmerizing.

## Career Paths

When it comes to finding a career, people with the Protagonist personality type cast their eyes towards anything that lets them do what they love most – helping other people! Lucky for them, people like being helped, and are even willing to pay for it, which means that Protagonists are rarely wanting for inspiration and opportunity in their search for meaningful work.



## APPENDIX 5.

### The Business Model Canvas

Designed for:		Designed by:		Date:	Version:
<b>Key Partners</b> <ul style="list-style-type: none"> <li>- Angel Investors</li> <li>- Financial and cosmetologist partners</li> <li>- Influencer marketing</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>- Find a lab</li> <li>- Branding/ Market research</li> <li>- Advertising/PR</li> <li>- Manufacturing</li> <li>- Quality Control</li> <li>- Customer service</li> </ul>	<b>Value Propositions</b> <ul style="list-style-type: none"> <li>- Great-quality makeup that has an added benefit</li> <li>- Eco-friendly (natural ingredients)</li> <li>- Scented (Aromatherapy)</li> <li>- Sustainable</li> <li>- Beautiful packaging</li> </ul>	<b>Customer Relationships</b>	<b>Customer Segments</b> <ul style="list-style-type: none"> <li>- Women age 16-30</li> <li>- Mainly in Europe but international</li> </ul>	
	<b>Key Resources</b>		<b>Channels</b> <ul style="list-style-type: none"> <li>- Social Media (Instagram, Youtube, Pinterest &amp; Facebook)</li> <li>- Website</li> <li>- Sephora</li> <li>- Google Adwords</li> <li>- Printed press (magazines)</li> <li>- Launch Event</li> <li>- Email services</li> </ul>		
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>- Production of products</li> <li>- Website</li> <li>- Marketing</li> <li>- Research &amp; Development</li> </ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>- Product Revenue</li> </ul>		

1. Product breakdown

Product /Service name	Product /Service 1	Product /Service 2	Product /Service 3	Product /Service 4
Priming Moisturizer	Lipint	Eye shadow Palette	Hearbreaker Perfume	
Sale price (per unit)	£20.00	£12.00	£50.00	
Cost price (per unit)	£12.00	£6.00	£17.00	£30.00
Gross Margin (per unit)	67%	100%	106%	67%

2. Number of sales per month

\*Average sales volumes per day based on 30-days per month.

Month	Product /Service 1	Product /Service 2	Product /Service 3	Product /Service 4	Total sales volumes per month	Average sales volumes per day*
1	20	35	15	10	80	3
2	20	35	15	10	80	3
3	20	35	15	10	80	3
4	20	35	15	10	80	3
5	20	35	15	10	80	3
6	20	35	15	10	85	3
7	25	50	25	15	115	4
8	25	50	25	15	115	4
9	25	50	25	15	115	4
10	25	50	25	15	115	4
11	25	50	25	15	120	4
12	30	50	25	20	125	4

Sales (£)

You do not need to edit this section, this will auto-calculate based on your responses above. \*Average sales value per day is based on 30 days per month.

Month	Product /Service 1	Product /Service 2	Product /Service 3	Product /Service 4	Total sales value (£) per month	Average sales value per day*
1	£400.00	£420.00	£525.00	£500.00	£1,845.00	£61.50
2	£400.00	£420.00	£525.00	£500.00	£1,845.00	£61.50
3	£400.00	£420.00	£525.00	£500.00	£1,845.00	£61.50
4	£400.00	£420.00	£525.00	£500.00	£1,845.00	£61.50
5	£400.00	£420.00	£525.00	£500.00	£1,845.00	£61.50
6	£400.00	£420.00	£525.00	£750.00	£2,095.00	£69.83
7	£500.00	£600.00	£875.00	£750.00	£2,725.00	£90.83
8	£500.00	£600.00	£875.00	£750.00	£2,725.00	£90.83
9	£500.00	£600.00	£875.00	£750.00	£2,725.00	£90.83
10	£500.00	£600.00	£875.00	£750.00	£2,725.00	£90.83
11	£500.00	£600.00	£875.00	£1,000.00	£2,975.00	£99.17
12	£600.00	£600.00	£875.00	£1,000.00	£3,075.00	£102.50

Cost of sales

You do not need to edit this section, this will auto-calculate based on your responses above. \*Average cost of sales per day is based on 30 days per month.

Month	Product /Service 1	Product /Service 2	Product /Service 3	Product /Service 4	Total cost of sales (£) per month	Average cost of sales per day*
1	£240.00	£210.00	£255.00	£300.00	£1,005.00	£33.50
2	£240.00	£210.00	£255.00	£300.00	£1,005.00	£33.50
3	£240.00	£210.00	£255.00	£300.00	£1,005.00	£33.50
4	£240.00	£210.00	£255.00	£300.00	£1,005.00	£33.50
5	£240.00	£210.00	£255.00	£300.00	£1,005.00	£33.50
6	£240.00	£210.00	£255.00	£450.00	£1,155.00	£38.50
7	£300.00	£300.00	£425.00	£450.00	£1,475.00	£49.17
8	£300.00	£300.00	£425.00	£450.00	£1,475.00	£49.17
9	£300.00	£300.00	£425.00	£450.00	£1,475.00	£49.17
10	£300.00	£300.00	£425.00	£450.00	£1,475.00	£49.17
11	£300.00	£300.00	£425.00	£600.00	£1,625.00	£54.17
12	£360.00	£300.00	£425.00	£600.00	£1,685.00	£56.17

12-MONTH CASH FLOW FORECAST

Enter Full Name  
 Enter Company Name  
 Enter Date



Key:  
 These cells auto-calculate and are locked so you can't edit them.  
 Insert your own numbers into these cells as required.

Select your starting month:

Cash in-flows	MONTHS												TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	
Total anticipated sales	£0	£1,945	£1,945	£1,945	£1,945	£2,085	£2,725	£2,725	£2,725	£2,725	£2,975	£3,075	£28,270
Loan	£35,000	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£95,000
Other sources of cash or capital	£5,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£5,000
Existing assets for business purposes	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash in-flows (A)	£40,000	£4,345	£4,345	£4,345	£4,345	£4,585	£5,225	£5,225	£5,225	£5,225	£5,475	£5,575	£38,270

Cash out-flows	MONTHS												TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	
Total anticipated cost of sales	£10,000	£1,005	£1,005	£1,005	£1,005	£1,155	£1,475	£1,475	£1,475	£1,475	£1,625	£1,685	£25,300
Exclusion assets for business purposes	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Bank business costs	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£13,000
Business rates for your business premises	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,500
Utilities (gas, electricity, water)	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£325
Insurance	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,500
Telephone and internet	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1,200
Marketing and advertising expenses	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,500
Vehicle running costs	£40	£40	£40	£40	£40	£40	£40	£40	£40	£40	£40	£40	£540
Equipment purchase or leasing	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Postage, printing, stationery	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1,200
Transport and delivery	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,500
Professional fees (legl, accounting etc.)	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Your salary	n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Staff costs	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Loan monthly repayment - (if relevant)	n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash out-flows (B)	£12,775	£3,790	£3,900	£3,920	£3,930	£4,090	£4,520	£4,540	£4,560	£4,560	£4,720	£4,790	£63,985

<b>Your net cash flow (A-B)</b>	£27,225	£555	£445	£435	£425	£595	£705	£685	£685	£785	£785	£785	£34,285
<b>Your monthly opening business bank account balance</b>	£10,000	£37,225	£37,780	£38,225	£38,660	£39,085	£40,005	£40,710	£41,395	£42,090	£42,745	£43,500	£44,285
<b>Your closing cash position</b>	£37,225	£37,780	£38,225	£38,660	£39,085	£40,005	£40,710	£41,395	£42,090	£42,745	£43,500	£44,285	£44,285

# APPENDIX 7.

## SYEDA IZZAH KAZI

### CONTACT DETAILS

Email: syedaizzahkazi@gmail.com  
Telephone: 07365110114  
Linkedin: @izzahkazi  
Blog:  
<https://coladecereza.wordpress.com/>

### SKILLS

-Creative Mindset  
-Consistent  
-Communicative  
-Persuasive

#### Soft Skills

-Adobe Photoshop  
-Adobe InDesign  
-Microsoft Office  
-Engaging Writing Skills

#### Hard Skills

### LANGUAGES

-English  
-Urdu

### ACADEMIC ATTAINMENT

#### CONDÉ NAST COLLEGE OF FASHION AND DESIGN

*Present (2018- 2020)*

BA (Hons) Fashion Communication

#### HEADSTART SCHOOL

*(2005 - 2017)*

#### A-Levels

Business Studies, English Language, Sociology  
GPA: 3.67

#### O-Levels

GPA: 3.57

### WORK EXPERIENCE

#### GLAMOUR UK

##### BEAUTY INTERN

-Researching and Writing Articles on Beauty, Skincare and Fashion  
- Assisting the beauty team in daily tasks i.e: organising beauty cupboard  
- Administrative Work and Transcript Writing  
- Content creation and scheduled daily posts for Pinterest

#### THALI

##### JUNIOR MANAGER

- Creating Marketing Campaigns  
- Social Media Management  
- Charity Work