

Bachelor's thesis

Beauty Care Business and Management

2015

Kirsti Sipilä

LAUNCHING PLAN

– for SkinDesign – product line

The logo for SkinDesign Paris features the brand name in a classic serif font. The word "SKIND" is in a larger size than "DESIGN". A stylized rose icon is positioned above the letter "D" in "DESIGN". Below the main brand name, the word "PARIS" is written in a smaller, all-caps serif font.

SKINDDESIGN
PARIS

TURKU UNIVERSITY OF APPLIED SCIENCES

Beauty Care Business & Management

2015 |32 pages

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ABSTRACT

LAUNCHING SKINDESIGN -SKIN CARE PRODUCT LINE

THE ABSTRACT OF THIS THESIS WAS TO COME UP WITH A LAUNCHING PLAN FOR UPCOMING PRODUCT LINE CALLED SKINDESIGN. THE AIM WAS TO CREATE A PLAN THAT WOULD HELP THE COMPANY WITH THE LAUNCHING PROCESS.

IN A PROCESS OF RESEARCH, I AM SCANNING PURCHASE CHANNELS AND SEGMENTATION. THE THESIS ALSO CONSISTS MONITORING THE THEORY OF MARKETING LINKED TO THE LAUNCHING PROCESS. THE LITERATURE USED IN MY THESIS IS BASED ON LAUNCHING – AND MARKETING THEORY. OTHER MATERIALS ARE MADE FOR THE PURPOSES OF MARKETING SKINDESIGN.

THE THESIS IS MADE IN COLLABORATIONG WITH JAANA PRINZT, THE DEVELOPER OF SKINDESIGN. SHE WAS ALSO MY CONTACT PERSON DURING THE PROCESS.

KEYWORDS: LAUNCHING PLAN, EBUSINESS, PURCHASE CHANNELS, SEGMENTATION, MARKETING, SKINDESIGN

OPINNÄYTETYÖ (AMK) | TIIVISTELMÄ

TURUN AMMATTIKORKEAKOULU

Kauneudenhoitoalan koulutusohjelma

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Louhela, Juhana

Kirsti Sipilä

TIIVISTELMÄ

ERIKOISTUOTTEEN LANSEERAUSSUUNNITELMA

OPINNÄYTETYÖNI AIHEENA OLI KEHITTÄÄ LANSEERAUSSUUNNITELMA TULOILLAAN OLEVALLE SKINDESIGN -IHONHOITOSARJALLE. TARKASTELEN TYÖSSÄNI TUOTESARJAN MYYNTIKANAVIA JA KARTOITAN ASIAKASRYHMIÄ (SEGMENTOINTI). TYÖN ON TARKOITUS OLLA APUNA YRITYKSELLE SKINDESIGN -TUOTESARJAA LANSEERAETTAESSA.

OPINNÄYTETYÖSSÄNI KÄYTTÄMÄNI KIRJALLISUUS POHJAUTUU LANSEERAUS - JA MARKKINOINTIAIHEISEEN KIRJALLISUUTEEN. LISÄKSI AINEISTO ON PERÄISIN SKINDESIGN - SARJAN KEHITTÄJÄLTÄ JA OPINNÄYTETYÖNI YHTEYSHENKILÖLTÄ, JAANA PRINZILTÄ.

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LIST OF ABBREVIATIONS

- Segmentation
- SEO Yoast = SEO Yoast –plugin for Wordpress
- Wordpress
- Launching
- B2C = Business to Consumer
- Unique Selling Proposition
- Purchase Channels
- Selective Cosmetics
- Semi-selective Cosmetics
- Daily Cosmetics

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1. INTRODUCTION

The theme of this thesis is to actualize a launching plan for upcoming skincare – line called SkinDesign. The research objectives of my thesis are to evaluate purchase channels for SkinDesign and do customer segmentation

I got an idea for my thesis as I was completing my work placement as a sales assistant at The Innovation Company. My contact person during the process is Jaana Printz, technical director of the company.

The Innovation Company has been producing raw cosmetics for 27 years for business to business market. The company has made final product samples only for events, exhibitions and customers. However, SkinDesign – product line will be separated from The Innovation Company as it is a specialty final product line and it will be sold in business to consumer market.

2. INTRODUCING SKINDESIGN -PRODUCT LINE

The look of Skindesign product – line is fresh, reliable and high quality. Positive image of the products is very important. How customers experience the products would be based on use of the products, not the look. When planning the launching and marketing, science will be essential matter. (Printz 2015)

2.1 Selective, Semi-selective and Daily Cosmetics

Cosmetic products can be divided in three categories depending on where they are sold. These definitions are familiar to people who work in the cosmetic field but for a customer they might be peculiar.

Selective cosmetics are sold in carefully selected stores or places. The selling channels might be very limited, especially if the products are only sold in the brand's own store. The reason behind this is usually the will of protecting the brand and keeping the high image of it. Because of this, selective cosmetics are often identified luxurious and top quality.

Semi-selective cosmetics are more available to the customers than selective cosmetics. They are sold in multiple places and usually the idea is for customer to make the purchase decision by himself.

Daily cosmetics are cosmetics that is used in everyday life; soap, toothpaste, deodorant. These products are available in very different places and the prices are a lot cheaper compared to selective or semi – selective cosmetics (Honkala M. 2012).

2.2 Positioning

Positioning is important part of a launching process. In a nutshell the meaning of positioning is that people are able to recognize the brand and link the products on the brand name. Positioning has been successful when consumers are able to separate the product from other products because of its attributes (Laakso, 2003. 150-152).

Realistically when it comes to positioning, SkinDesign is still inadequate: the brand name is properly speaking un-known, which might also complicate the process of getting the

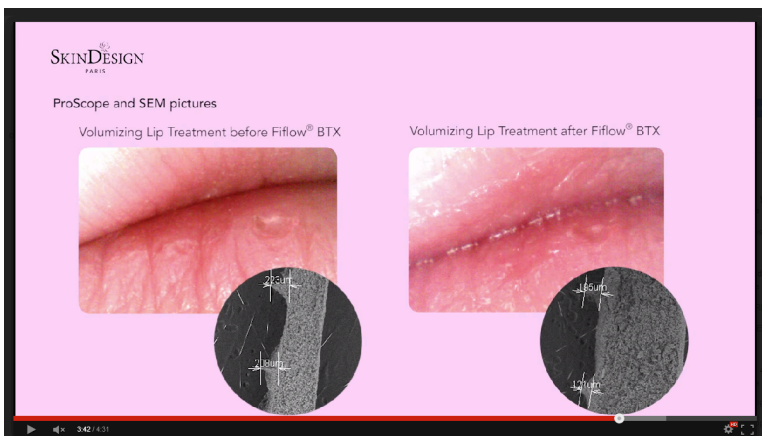
chosen channels (aesthetic clinics, beauticians) to sell it. Compared to big companies, SkinDesign does not have the assets to compete with them and in principle that is not the main target. However, it would be good to take this in consider.

2.3 Unique Selling Proposition

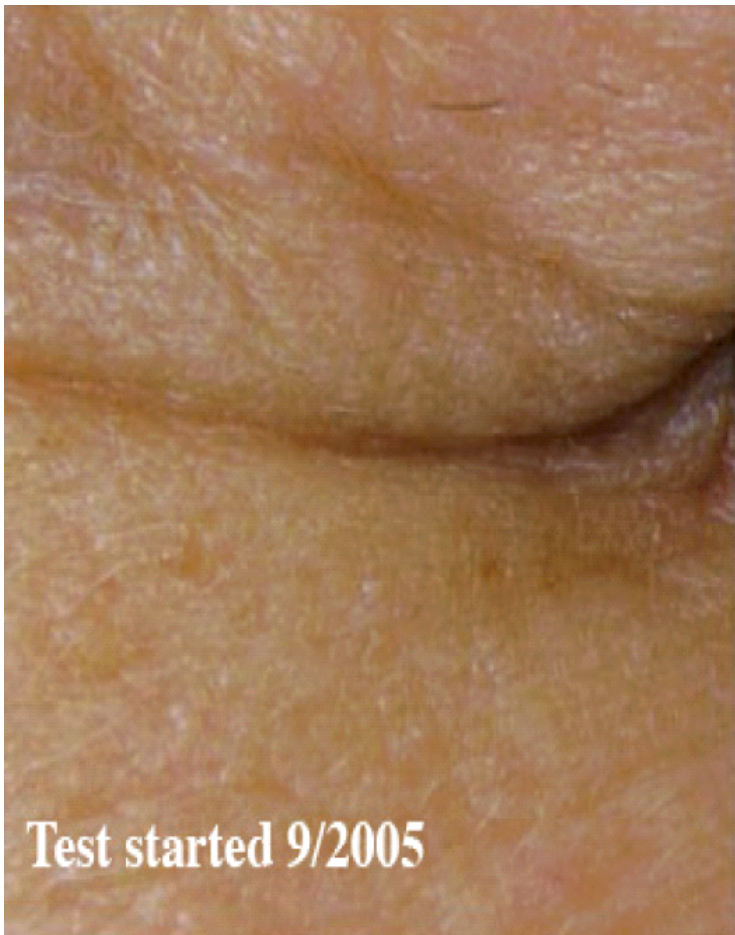
Unique Selling Proposition (USP) is a matter that should be carefully considered in the marketing plan. It is a factor that differences the product from the competitors. As known, there are a millions of products sold in the beauty and skincare industry and growing all the time. Since the revolutionary inventions, creating something different has become more and more challenging.

SkinDesign -range is developed and created at The Innovation Company from raw materials they have been successfully selling for 27 years

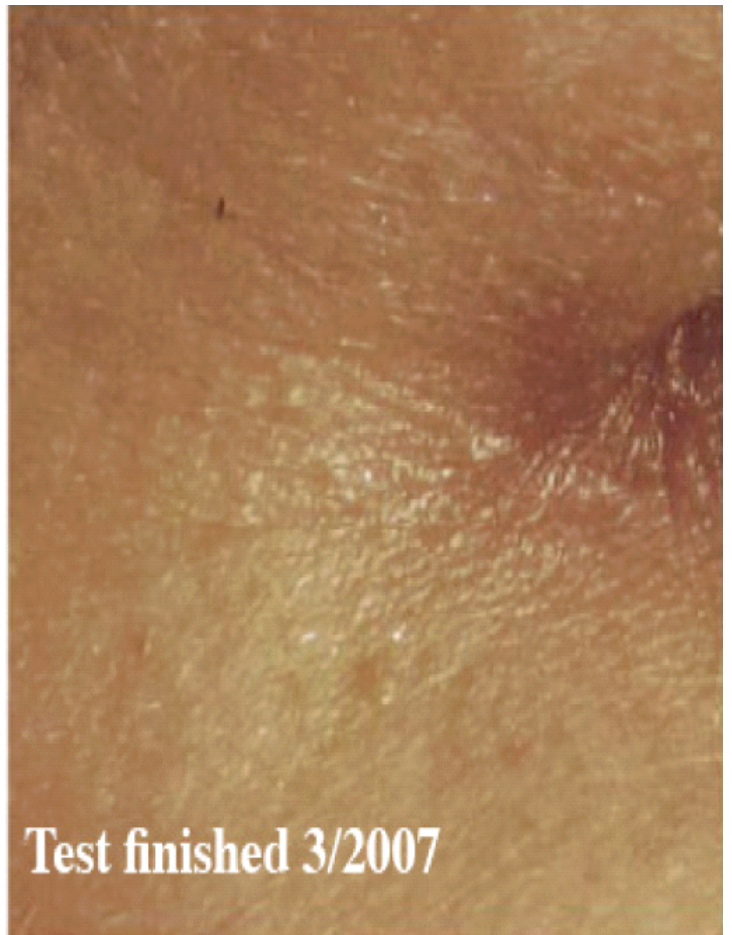
SkinDesign is planned to be a selective skin care range. It means that the product range will be top quality, luxurious and it is sold via strictly selected channels. As mentioned before, besides being sophisticated, elegant and functional, the idea is to bring scientific information and facts to the customers. The Innovation Company has advanced equipment for researching the products and offering unique proofs of the results in a form of pictures and testing. When purchasing the products the customer will receive a leaflet full of scientific but easy-to-understand-information about the products and how to use them. So, everything from inventing, testing and manufacturing the products can be made at the same place.



Picture 1. Screenshot of test results from SkinDesign tutorial video



Test started 9/2005



Test finished 3/2007

picture 2.. Fifiow® efficacy test



Picture 3. Vivoscope



Picture 4. Viscometer

The other Unique Selling Proposition is going to be the website where SkinDesign is also being sold. Mrs. Printz also had an innovative idea to create “My SkinDesign” -on the website. “My SkinDesign” is a page the customers sign in create their own account. After creating the account, they are be able to follow their purchases and delivery. On “My SkinDesign” the customers could also add pictures of their skin. This way they are able to follow the results and see the situation of their skin in a long term.

On “My SkinDesign” the thought was also to form a simple reward -system; when a customer purchases products with certain amount she will receive a discount percent of the next purchase. ”My SkinDesign” links here as it is easy to follow the amount of purchases from the customers own account.

The other idea was to take rewarding further; if a customer has been recommending SkinDesign to other people and they have become profitable customers, in long term it would be possible to earn "points" for a weekend getaway to France. The meaning of the trip would be enjoying Paris and visiting the facilities in Dreux; to see where SkinDesign is made and how it is made.

For SkinDesign -customers there would be offered a customer support using FaceTime or Skype. It would be ideal for customers to have a customer service in case they have questions of the products or delivery.

2.4 Competitors & Risks

The jungle of cosmetic products is full of products from A-Z. A consumer is able to choose the products among daily, semi-selective or selective products. As mentioned above, SkinDesign –product are categorized as selective skin care cosmetics. More specifically, the product line is competing with other products that are sold by aesthetic clinics and beauticians.

According to the small survey I made for the leading aesthetic clinic Siluetti Spa (Helsinki, Finland), the products for sell are chosen carefully. The product lines they are using are developed especially for use of plastic surgeons and dermatologists. These products are suitable for treating problematic skin and they are tested and developed by using the most efficient and well-known scientific methods which enable exceptional results. The products are effective for evening scars, balancing swelling and evening the skin tone.

Considering these arguments, SkinDesign has good attributes for being suitable for being sold in aesthetic clinics. As we can see the product line doesn't stand out from product lines that already exist. However, the standout is possible to create with SKinDesign's unique selling proposition.

3. LAUNCHING

3.1 What is launching?

In a simple form launching means bringing a new product to the market. "Commercialization" is also another word used when speaking of launching and the idea behind it is that it would be desirable to achieve commercial success.

By answering four important questions the structure of a launching plan can be defined;

1. When the launching will be done?
2. What are the target groups?
3. What is the marketing plan?
4. How the launching is made?

However the questions above are part of a complex launching process. The problem is that companies seem to be very depending on external environment like competitors and markets. The most important asset for a new product is to respond to customer needs and wishes better than a competitor (Rope T. 1999, 16-17)

3.2 Segmentation

The target customer group is able to value luxurious skin products and willing to spend more money on selective skin care. SkinDesign is not going to be a mass market product, therefore it is priced accordingly. All the products in SkinDesign are results of long term development and careful consideration of a functional product. Age wisely the target customer group would be from 25 to 65 years.

Psychographically the target customer group is interested in beauty and taking care of themselves. Referring to lifestyle, they are keeping themselves in good shape and are willing to spend some extra money in their skin care products.

As we are talking about launching a completely new skin care brand with no previous awareness, the idea is also offer more scientific background of the products; how they are made and in what circumstances. This way, the target customers are able to receive more information of the ingredients and how these products actually work.

Identifying the customer group helps to focus on the real potential customers and use of effective marketing channels to reach people.

3.3 Marketing Strategies

"It is a business philosophy that regards customer satisfaction as the key to successful trading and advocates the use of management practices that help identify and respond to customer needs"

(Hill E. & O'Sullivan T. 1996, 1)

The definition of marketing is about finding out what customers need and what they want now and in the future. Advertising is a big part of marketing but still not the whole view. It is important to evaluate where and how one wants to promote a certain product or a service as there are multiple ways for doing it; the Internet, books and magazines are full of templates and strategies for developing a working marketing plan. (Cartwright R, 2002, 3)

The history of marketing goes back in the early 1900s. Therefore, we can say it is relatively young discipline. The need of developing marketing became relevant when the relationship between sellers and buyers started to be more recognizable. Before 1950's having a marketing strategy usually meant having a strategy for simple selling and usually the motto was to "sell as much as we can" so the idea about customer relationships was not yet familiar.

After the time went by, companies started to notice that the old way wasn't too effective. As the competition was growing, it was understood that the basic rule is to see what

customers need and want. They needed to realize that understanding who they customers are and what they want in a deeper level was the key of successful business.

(referred 9.1.2015 The History of marketing, knowthis.com/what-is-marketing-/history-of-marketing)

As the idea of marketing is to drive potential customers to buy more, an organization has to adopt certain marketing philosophies. Like said above, the most important matter is to be able to understand consumer behavior; what the customers want and need. Also, it is a challenge to make the wants and needs to meet the supply in a long-term so the company is able to develop and grow.

As a summary, Hill and O'Sullivan define the marketing philosophy as creating customers, keeping them and making them profitable to the company. Creating a customer base needs constant scanning of the marketing environment and understanding the changing needs of customers. Keeping them requires minimizing and avoiding threats of all kind and making the customers profitable to the company means ensuring that the business is profitable more rather than having the philosophy of having customers at "any price". (Hill & O'Sullivan 1996, 2)

3.3.1 Marketing Mix : 7 P's

The original marketing mix with 4 P's is created by Philip Kotler (1980) and like said it consist four important elements for effective marketing.

The first P stands for product; what is sold. When thinking the product it all starts from *needs and wants*. A need is something that is essential to us like food or water. A need becomes a want when it is identified what it should be; talking about food it might be a craving of a burger. (Cartwright R. 2002, 113-114)

The product can also be divided into core product and supplementary products. A core product is the actual product sold; it designed to fit the need requirement. Supplementary products are a bunch of products or services linked on the core product. As an example a hairdressers' core product is cutting hair which is a need as people need to cut their hair. The supplementary products can be coloring the hair, shaping eyebrows and doing nails

which are all extra services around the core product. Customer need to also find the product beneficial and valuable. (Cartwright R. 2002, 128)

The second P is price. The product has to be priced so it is beneficial for the supplier and also suitable for the customer. The supplier has to consider matters like material costs, labor costs and expenses. (Cartwright R. 2002, 167-170).

Promotion (communications) is crucial when selling products with the right price. Effective promotion creates a relationship between seller and a customer. Important is how a company can deliver the message to the customer and will it reach people. (10.1.2015 www.mindtools.com)

Place is the fourth P and it refers to place. It covers the aspect of from where the buyers are able to find the product/service; is it a store or possibly an online store. It is also important aspect to evaluate competitors and try to invent something different. (10.1.2015 www.mindtools.com)

The three new added P's for this marketing mix framework are participants, physical evidence and process. *Participants* mean all the people participating to the service; workers, customers, suppliers. *Physical evidence* refers to the environment where the service is happening. It also covers tangible elements of the service. *Process* covers the whole activity around the service. (Flaherty B. 2014)



Picture 5.. The 7 P's of Marketing

3.3.2 Target marketing

"The process of identifying market segments, selecting one or more of them and developing a marketing mix to meet their needs is known as target marketing"

(Hill & O'Sullivan, 1996, 112)

The research results show that it is not profitable, possible or desirable to try and sell the product or service to all the customers in the market. The concept of target marketing has become more commonly used as the market has grown.

A new market is developed when a seller recognizes a potential customer and a potential need and sees the correlation between them. At this stage, it is usual to sustain an undifferentiated marketing strategy which reaches wide market selling a single product. When the possible competitors emerge it is time to refine the market to differentiated marketing strategy and offer alternatives and developed products among the core product. When speaking about target marketing, it takes a whole different approach; the concept starts by evaluating customer groups that have different needs and wants. When one product is not able to satisfy all the groups, target marketing aims to meet the specific needs of the customers.

In the process of target marketing, the first stage is to define the market segmentation. The idea of the market segmentation is to identify and analyze the potential groups of buyers. The difference between these groups can be the different need of a product, different way of communication, differences in the price range accepted or from where consumers want to buy the product. For example, skin-care products are made to consumers in large scale of age, skin type and price to meet the needs of different segmentation groups. The consumer market can be resolved in four groups: Geographic, demographic, psychographic and behavioral segmentation (Hill & O'Sullivan, 1996, 121–122).

Geographic segmentation means that there might be some differences referring to buyer's needs depending on where people live. People in Africa usually need different things than people in Europe; when it comes to beauty industry, Africa has the market for basic products like toothpaste and soap whereas European market is developed to sell more advanced cosmetics.

Demographic segmentation apprehends matters like age, gender, religion, family size, education and occupation. The services and products people buy vary depending on these issues; a big family chooses a different type of holiday than a single person traveling alone.

Psychographic segmentation is related to one's personal characteristics; motivation, lifestyle, believes, attitudes and personality. People often choose products which reflect their personalities and stand for the lifestyle they present. In the UK an important matter

defining psychographic buying behavior is social class. Inside the same social class people tend to think and live alike.

Behavioral segmentation means the way people behave with the product itself. It can be based on the use of time, benefits sought, applications, related activities & products, expertise and brand loyalty. (Hill & O'Sullivan 1996, 122–128)

3.3.3 Word of Mouth marketing

"Satisfied customers are the most powerful assets you have"
(Sernovitz A. 2012, 56)

Word of mouth marketing strategy is also used in a case of SkinDesign as the idea is to get customers share positive experiences. In his book "Word of Mouth Marketing", Andy Sernovitz identifies the word of mouth marketing to be simple; Firstly the company has to give the people something to talk about and secondly find a great environment for discussion and feedback. (Sernovitz A. 2012, 3). Word of mouth marketing is really free advertising and it creates a stronger brand image as well as adds more business. It also has an effect on creating more productive salespeople. (Sernovitz A. 2012, 56) Now days, another term linked in word of mouth is "word of mice" which refers to online world and people giving feedback and writing their thoughts online. Word of mouth can often be considered more brutal as it is easy to act anonymously.

4. CHANNELS

Purchasing channels can be divided in three categories: a physical store (face-to-face), telemarketing and an online store. The best way to increase sales is to widen the purchase channels. When it comes to unknown new brand like SkinDesign, it is better to start the sales by concentrating one or few channels fundamentally (referred to 9.2.2015 <http://www.myyntisyke.fi/myyntikanavat-ja-kumppaniverkostot>).

SkinDesign -range is planned to be sold via three different channels; SkinDesigns own online store, aesthetical clinics and beauticians. The decision for choosing aesthetic clinics and beauticians as purchase channels is based on keeping SkinDesign's product image professional.

When choosing the retail channels, it is important to focus on which kind of channel represents the brand well and what kind of image the company wants to convey. On the case of SkinDesign, the purpose is to create the image of special, luxurious and functional skincare products. Considering these facts, SkinDesign can't be sold in the mass market with low price.

4.1 Aesthetic Clinics and Beauticians

SkinDesign -product line is planned to be sold in aesthetical clinics. The idea for this purchase channel came from Jaana Printz, whose daughter works as an aesthetical doctor in France. Selling the products via these two channels, it is made sure that the products are sold by a trained professional. Both of these channels represent slightly different kind of guilds but are able to promote the sales of SkinDesign and stand behind the scientific facts.

Aesthetical clinics are specialized in aesthetic medicine which can be divided in aesthetical treatments and aesthetical surgeries. This means that improving or fixing ones look can be done with or without a knife. Aesthetical treatments are usually filling some parts of the face: forehead, cheeks or lips. Many clinics also offer treatments that smooth the skin or

work against fat. It is also usual to offer these treatments to both men and women. In turn, aesthetical surgeries are processes where it is possible to "fix" the body in a surgery; grow breasts with implants or get rid of body fat with liposuction.

Most of the aesthetical clinics are also selling skincare products to use at home. Considering the purposes of the treatments and the use and results of SkinDesign, it would be suitable skin care – range to be sold in this channel; the products are benefiting customers who are segmented to use the aesthetical services. The trained professionals working in the clinics are able to guide customers with using SkinDesign at home and explain how the products work.

The same idea applies to using beauticians as a selling channel; skin care professionals are keeping the image of selective cosmetics and are able to serve the customers and answer their possible questions.

4.2 Online Store

The third channel SkinDesign is sold is an online store. The layout of the website adapts the same style used in the packages of SkinDesign products.

Graphic design intern Sanna Luoma-Keturi wrote her thesis about the visual look for SkinDesign -product range and as part of the thesis she designed the layout for the website. Printed brochures should follow the same look.



FUNCTIONAL COSMETICS

Skin with a Design

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Picture 6.. Layout suggestion for SkinDesign online store (©Sanna Luoma-Keturi)

Shop

				
Age-Spot Corrector	Anti-Wrinkle Cream	CC Cream	Relaxing Oxygen Mask	Revitalizing Serum
15,00€ Add to cart	15,00€ Add to cart	15,00€ Add to cart	15,00€ Add to cart	15,00€ Add to cart

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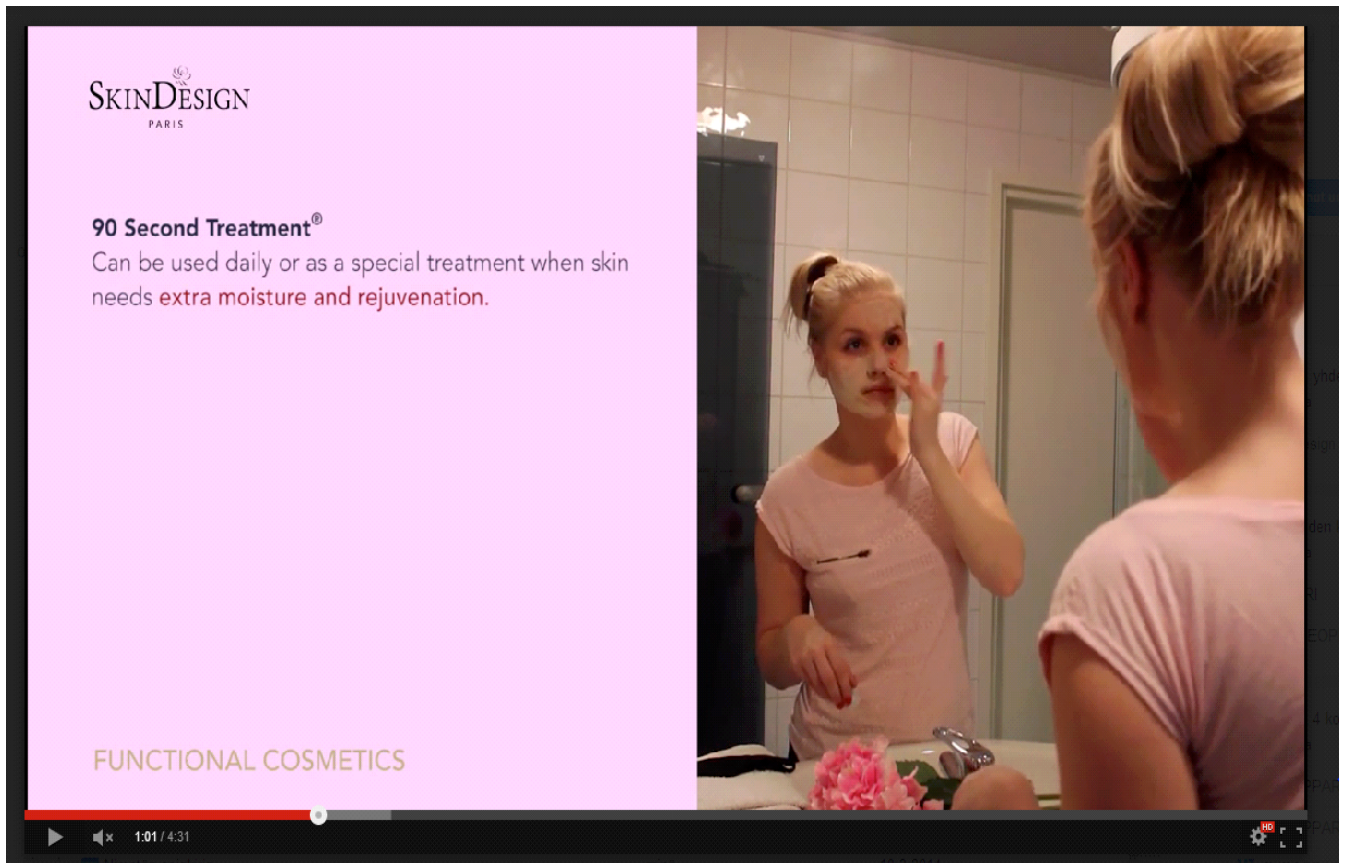
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Picture 7. Layout suggestion for SkinDesign online store (©Sanna Luoma-Keturi)

As a marketing material, SkinDesign would also use tutorial videos. In the videos the customers could see demonstrations of how to use the products. These videos would be shown on the website and social media (Vimeo/Facebook).



Picture 8. Screenshot/ Illustration of SkinDesign tutorial video

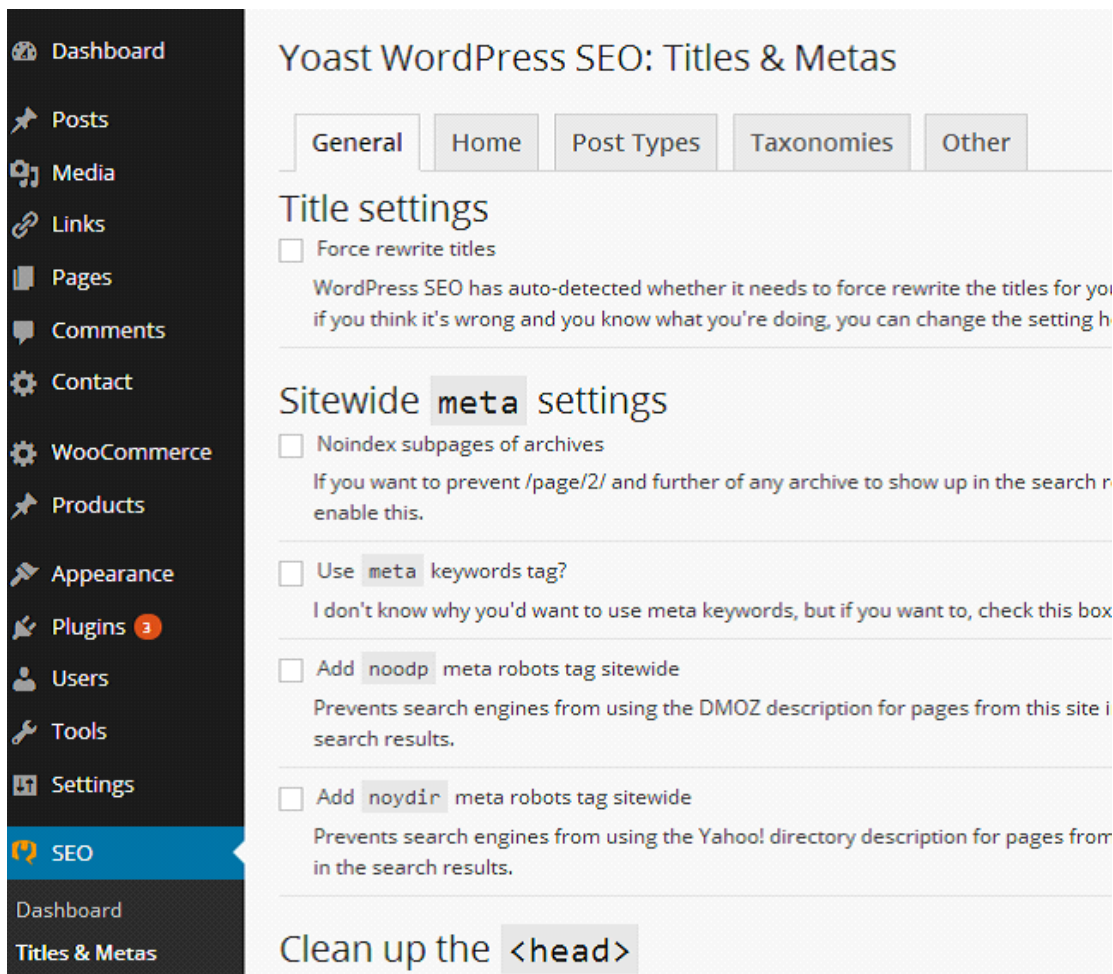
eBusiness & SEO Yoast Wordpress

eBusiness (electronic business) includes internal process, external process and technology to improve business. The Tools eBusiness uses are mobile phones, internet, file transfer and electronic data interchange. These tools allow quick communicating, wide information research, new business models, lower costs and increasing paying methods. (accessed 15.1.2015. <http://www.dob.nt.gov.au/Pages/default.aspx>).

For a closer look I chose SEO Wordpress by Yoast as the SkinDesign website will be done with Wordpress. SEO Yoast – plug-in is installed to be part of an online store, supporting reaching the right audience and boost findability. This plugin was developed by Yoast Devaulle.

After installing SEO Yoast, the user needs to start adding information that will reach the potential customers. This is made by configuring site-wide titles and Meta discriptions.

SEO Yoast allows the user to have full control over the content on the site. The following picture visualises the layout of SEO Yoast:

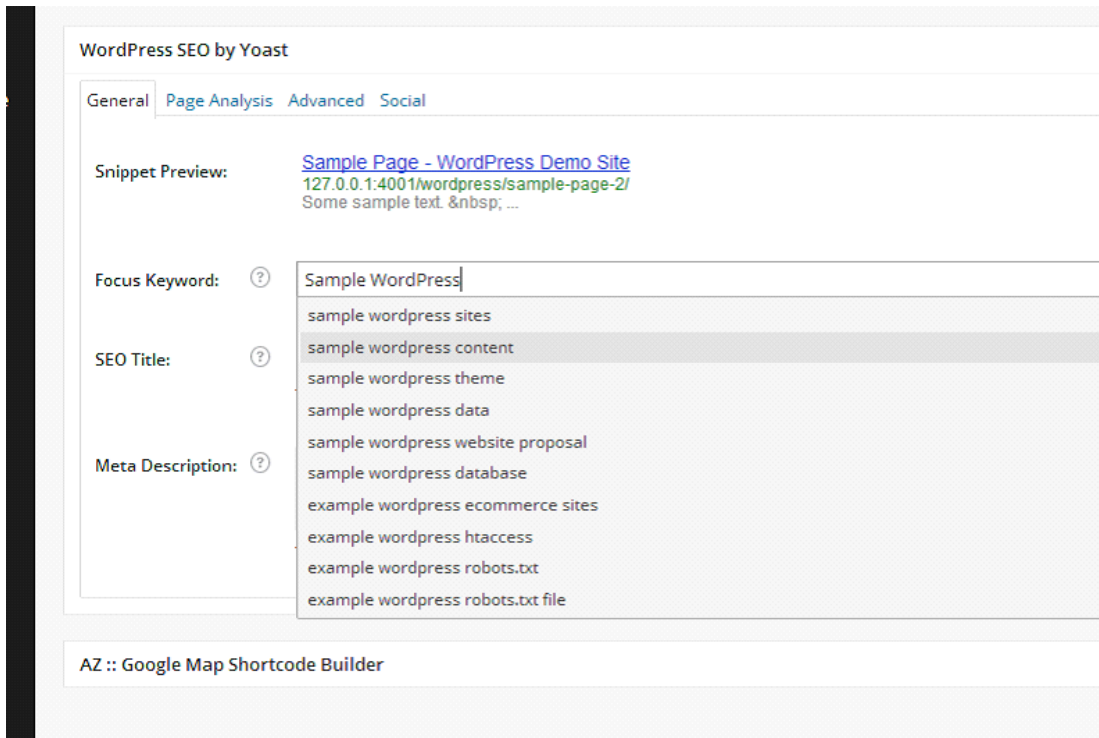


Picture 9. Illustration of SEO Yoast Wordpress –plug-in

On each page, the user will add customized content and descriptions about the products sold on the website. For example with SkinDesign product descriptions is it essential to use words that potential customer would use when searching objects.

SEO Yoast Focus Keyword is a tool built into plug-in. It grants the user assure that the content and your SEO information is reaching the right customers:

The user first figures out the target customers and what they will possible search for. After this, the keywords are typed in the content section and right after this the plug-in will search the matches of the keywords and the terms customers are looking for:



Picture 01. SEO Potential

SEO potential means that the content on the page is analyzed to see if the keywords are matched to terms people have search online (Banks S. 2014).

6. BUDGET & TIMING

When pricing a product, there are certain matters to consider. First of all, it is important to determine the demand and estimate overall costs of the products. Also analyzing competitor prices should be done when setting the price. (Flaherty B. 2014)

SkinDesigns precise budget is under consideration but roughly said the budget will be 100 000 euros dividing to developing and testing 20 %, packaging and implementation 20 %, marketing 30 % and salaries + other costs 30 %.

SkinDesign is planned to be established in 18 months.

7. EVALUATION

The aim of my bachelor's thesis was to come up with a launching plan for a new skincare product line, SkinDesign. The objectives I was researching were purchasing channels and segmentation.

During the process I learned that planning a launching plan is not an easy process and the plan has to be monitored after the product is launched. A lot of matters have to be considered and when it comes to timing and the actual launching date, there are many variables. I also realized that my topic was pretty wide and the objectives had to be lined strictly.

It was a major help that I had actually worked for the company last fall as I felt it was easier to outline the opportunities and risks in SkinDesign. Also I got illustrating material and tips whenever I wanted them so the communicating between me and the principal was working efficiently.

I started my thesis with a slightly different topic but when the process went further I decided to change my frame of reference. The feedback I got from my tutoring teacher was valuable.

The problem during my process was the short amount of time I had in my hands; I was very lucky to find an interesting topic and it wasn't a struggle to do. When writing my thesis I had some difficulties keeping the focus on my research objectives as the subject was really wide. Another problem was that my tutor teacher changed two times during the process which was a little confusing. Nevertheless, I was able to get guiding and instructions all the time.

All and all, this bachelor's thesis was profitable continuum for my internship and I gain a lot of knowledge and experience while doing it.

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- **90 Seconds treatment**

Hydrating, purifying and energizing mask. Fiflow® works as an active ingredient which delivers oxygen to the skin and functions as a wrinkle filler and dielectric muscle relaxant. The mask can be used daily or when the skin needs extra hydrating and rejuvenation. Ideal for ageing skin, but also improves skin with dull and lifeless appearance and sluggish metabolism.

- **35 Forever**

35 Forever – serum creates amazingly silky and smooth feel on the skin. Moisturizing serum also evens the skin color and recovers the skin surface. Active ingredient in the serum is Fiflow® BTX 02.

- **Time Eclipse – Anti-Wrinkle Cream**

Muscle movements under the skin cause wrinkles on the face. Hence, it is important to relax those muscles to get rid of mechanical lines on the face. To do this, Skin Design anti-wrinkle cream uses Fiflow® BTX, an ingredient known to relax the muscle fibers that cause surface wrinkles. Immediately after application there are signs that fine lines will disappear. As a long term effect even deeper wrinkles will get less deep and less long.

- **Tonelite – Age Spot Corrector**

This is an ideal cream for reducing the visibility of unpleasant skin pigmentation caused by ageing. In regular everyday use age spots are significantly vanished and skin appears brighter. Skin's moisture levels are balanced with combination the natural oil.

- **Volumizing Lip Treatment**

Volumizing Lip Treatment gives the lips instant volume and shine. Active ingredient Fiflow® plumps up the skin surface and creates smoother and fuller appearance on lips. At the same time the lips will be soften and moisture.