

# Beauty Box

Student Names Removed

# Target Market

From ages 15- 30

Focusing our products toward the female demographic but is open to all

No minimal income, affordable prices

Interests in self care, makeup products, basic hygiene




# Marketing Mix

Product	Price	Promotion	Place
Selection of a variety of beauty products	\$10-\$40	Social media (facebook,instagram, Tik tok,twitter)	Online (Purchased through website only)



# Product

# Beauty and skin care subscription box

- A selection of 5 different beauty and skin care products
  - Each box contains 1 product from each cosmetic category
    - Makeup
    - Hair
    - Nails
    - Skin
    - Body care
  - Options to leave reviews based on products delivered and have the chance to customize next months box
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- A top-down view of various beauty products arranged on a dark, textured surface. The products include several makeup items like eyeshadow palettes (one with green, one with gold), blush, and lipstick (one red, one pink). There are also hair care products like brushes and a bottle of hair oil, and skin care products like a jar of cream and a small bottle of serum. A small green plant is visible in the bottom left corner.



# Price

- Different subscription plans based on duration (monthly, quarterly, yearly)
- Tiered pricing with better discounts based on longer duration or larger box sizes purchased.
- Returns are optional if consumer doesn't want some or all of the products.



Monthly	Quarterly	Yearly
\$10-\$40	\$25-\$100	\$100-\$400

# Promotion

- Social Media to promote
- Through facebook, Instagram, Tik Tok, Twitter
- Additional funding can be with creator/influencer promotion



# Place

- Each item can be purchased through the website only
- Simple web design for easy purchase and easy distribution
- Partner with other beauty sites to further promote product

