

Organic cosmetics by Mary&Daria

The background of the slide is a rustic wooden surface. On the right side, there are several glass jars containing different types of organic cosmetics: a large jar of yellow cream, a smaller jar of light blue cream with dark specks, and a jar of white cream. There are also some white, crystalline or granular substances scattered on the wood. Fresh green leaves are placed in the center and right. A decorative white line-art illustration of a leafy branch is in the bottom left. A small, round, woven basket is in the top right corner.

The project is done

By the students of the 3rd year

Of the faculty of Marketing

Sazhina Daria

Surnina Maria

About our company

- **Online shop with organic hand-made cosmetics**
- **Target segment- Women age 16 – 60, who are interested in healthy lifestyle, caring about themselves and environment, with average income, in Moscow and Moscow region**
- **The cosmetics for every customer individually**



Our products



- hand-made organic cosmetics such as creams, soaps, masks and so on
- clients may change products: add additional ingredients or remove it
- we can unite with some other small brands and sell their products too



Organicosm.ru

Домен свободен! Купите, пока этого не сделал кто-то другой.

organicosm.ru -68% РЕКОМЕНДУЕМ

590 руб.
189 руб.

В корзину

Organic nature

Catalog

Reviews

Delivery

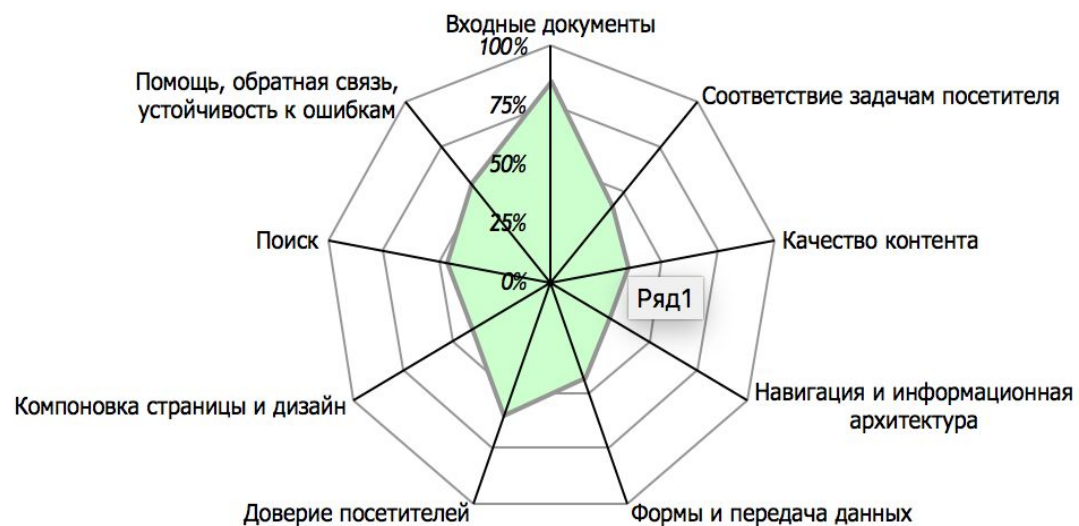
Contacts

(feed with pictures of products: users can click on them to choose)

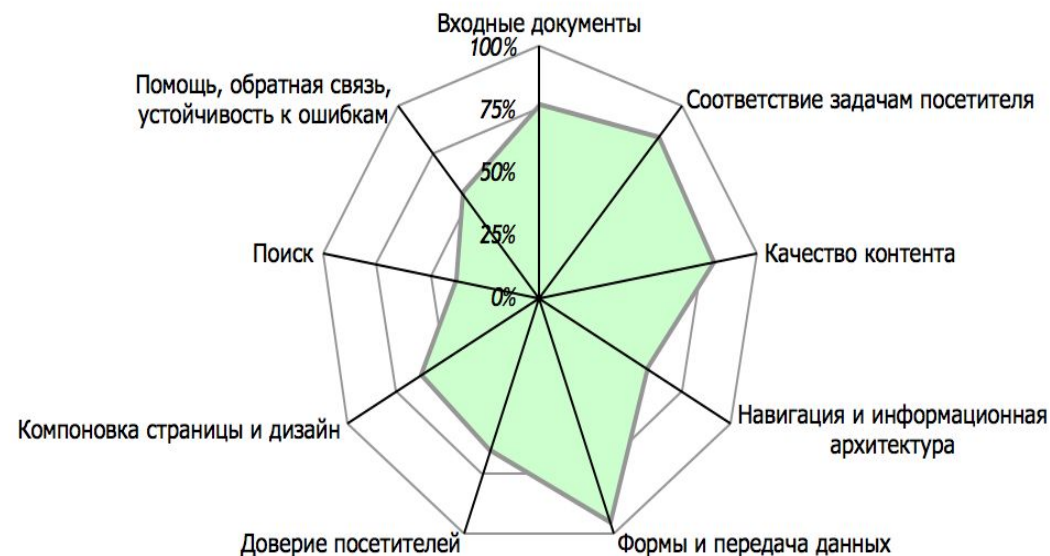
Information about our company

Usability of our competitors

Love-Organic uzabiliti chek-list



Cvetovar uzabiliti chek-list



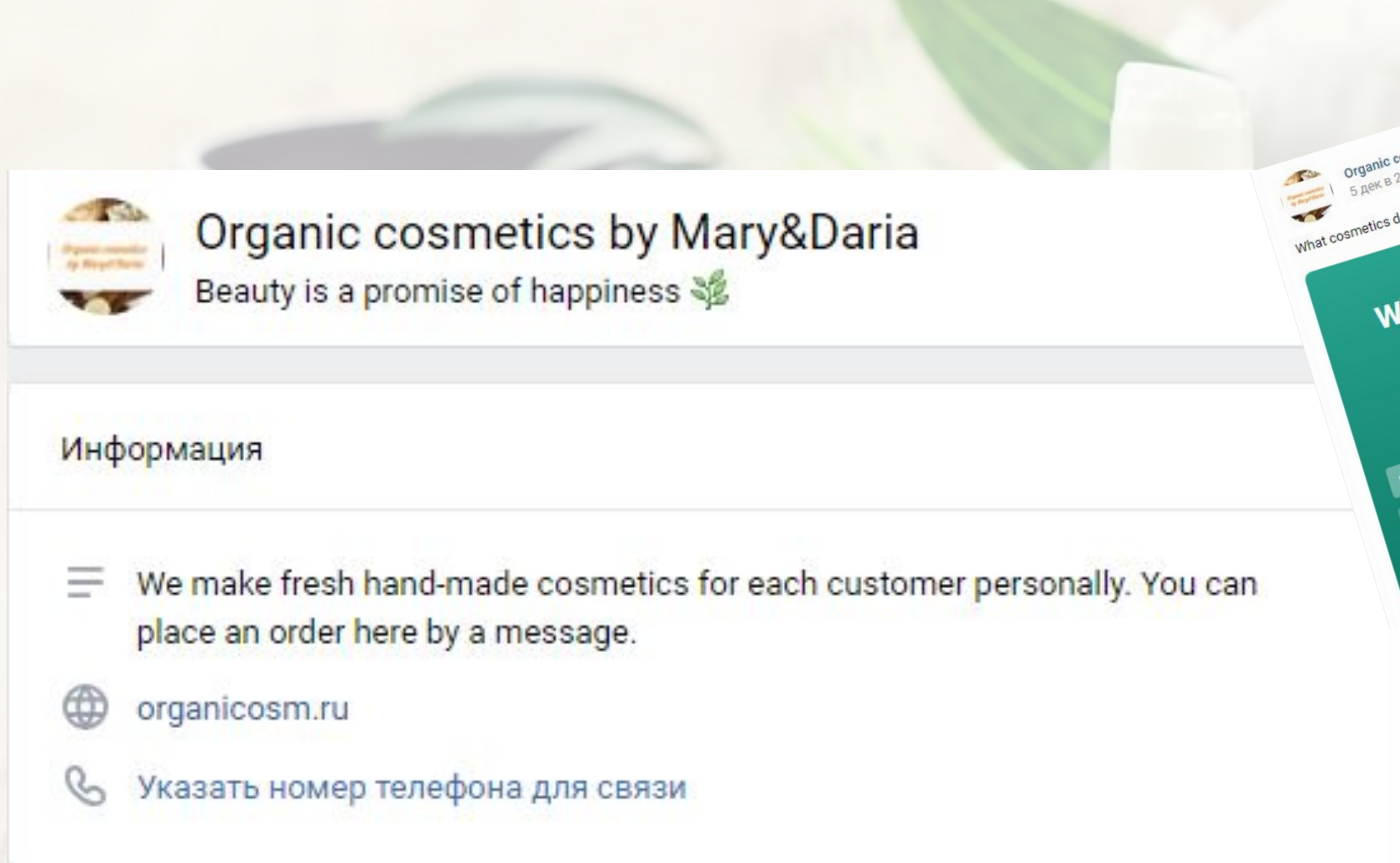
Mistakes in usability our competitors made


- The pages are overflowed: endless scrolling
- Long time to loading pages
- The structure of the web-site is not very clear
- Some windows and banners do not close after another click somewhere - It distracts
- The design with white background with some black and blue text is not attractive

We can take such advantages as:

- Good and clear structure of the site;
- The design is nice: not too many colors, bright pictures for each product;
- Comparison of goods is easy because of descriptions;
- You need only 3-4 clicks for the purchase;
- Information is organized and the pages load quickly because they are not overflowed.

Promotion in social networks



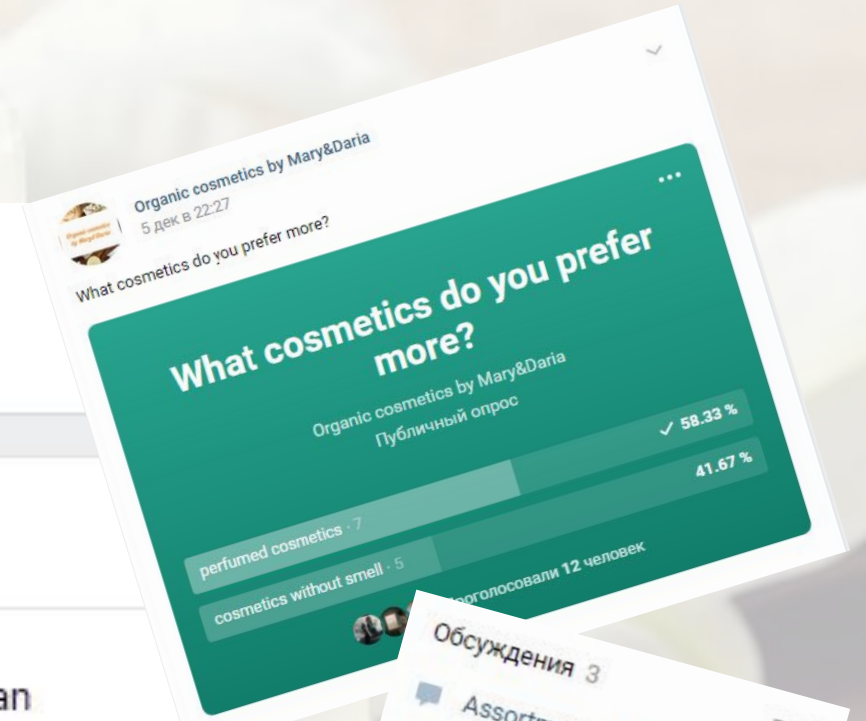
 Organic cosmetics by Mary&Daria
Beauty is a promise of happiness 🌿

Информация

☰ We make fresh hand-made cosmetics for each customer personally. You can place an order here by a message.

🌐 organicosm.ru

☎ Указать номер телефона для связи



Organic cosmetics by Mary&Daria
5 дек в 22:27

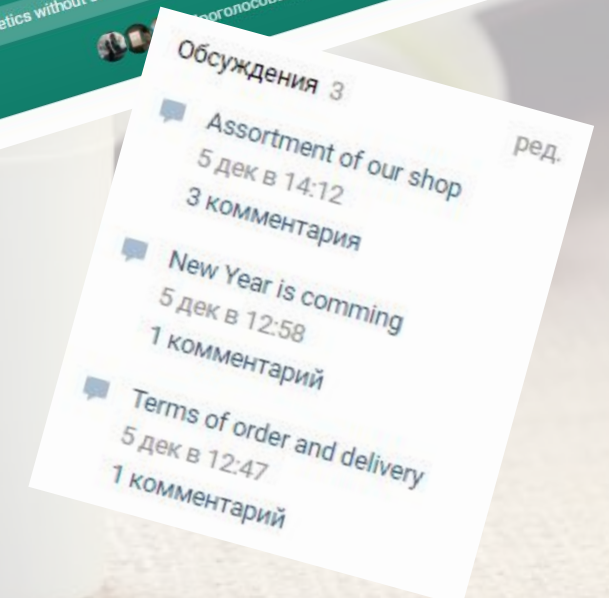
What cosmetics do you prefer more?

What cosmetics do you prefer more?

Organic cosmetics by Mary&Daria
Публичный опрос

perfumed cosmetics · 7	✓ 58.33 %
cosmetics without smell · 5	41.67 %

голосовали 12 человек



Обсуждения 3

- Assortment of our shop
5 дек в 14:12
3 комментария
- New Year is coming
5 дек в 12:58
1 комментарий
- Terms of order and delivery
5 дек в 12:47
1 комментарий

Online classifieds

Organic cosmetics

Новогодняя коллекция

Подарочные наборы и новогодние ароматы



1/2

Предложение ограничено

Заказывайте до 29 декабря! Позвоните нам по телефону, напишите на почту или оставьте заявку на сайте.

Телефон*

В любом формате

Ваше имя*

Базовый вид

На поиске

В сетях

Форматы

Реклама



Органическая косметика

Лимитированная коллекция к Новому Году: подарочные наборы и эксклюзивные ароматы

Новогодние наборы

Каталог товаров

Узнать больше

svetovar.ru

Базовый вид

На поиске

В сетях

Органическая косметика

Лимитированная коллекция к Новому Году: подарочные наборы и эксклюзивные ароматы

Адрес и телефон svetovar.ru

изображение (стандартное)

Базовый вид

На поиске

В сетях

На устройстве

Органическая косметика – Ручная работа

Новогодние наборы Каталог товаров svetovar.ru Реклама

Лимитированная коллекция к Новому Году: подарочные наборы и эксклюзивные ароматы

Контактная информация · +7 (495) 6899011 · Пн-вс 9:00-18:00 · м. Марксистская · Москва

Words and phrases we will use in SEO

- органическая косметика москва
- интернет магазин органической косметики москва
- органическая косметика ручной работы москва
- органическая косметика ручной работы купить
- органическая косметика купить
- органическая косметика на заказ
- купить натуральную косметику в москве



Budget, profit

1. Average check = 3100
2. Budget = 131 806,70
3. Potential number of orders = $10532 * 0.1 * 0.05 = 52.66$
4. Revenue = $52.66 * 3100 = 163 246$
5. Profit = $163 246 - 131 806.70 - 20 000 = 11 439,3$



Ideas of lead generation



Join us until the end
of 2018 and get free
consultation for your
personal skin care



Questionnaire

Development of the assortment

Good afternoon, dear customers. Happy New Year and Merry Christmas! This questionnaire was created by the company for the production of organic cosmetics-organic cosmetic by Mary & Daria. We are interested to know your opinion about development of assortment. All the answers are confidential.

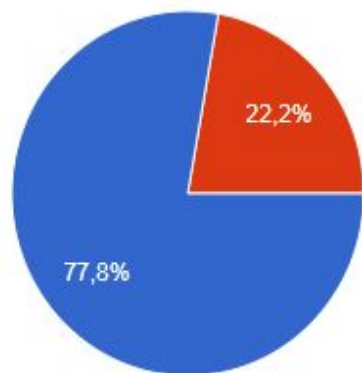
Please, answer the questions below. It will not take more than 10 minutes.



Results

Please, confirm your gender

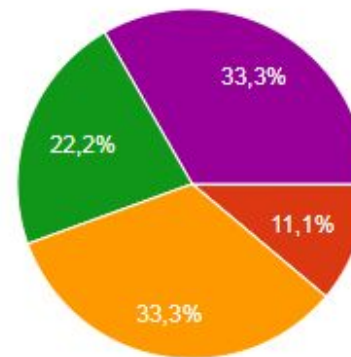
9 ОТВЕТОВ



- Female
- Male
- Prefer not to say

How often do you buy cosmetics?

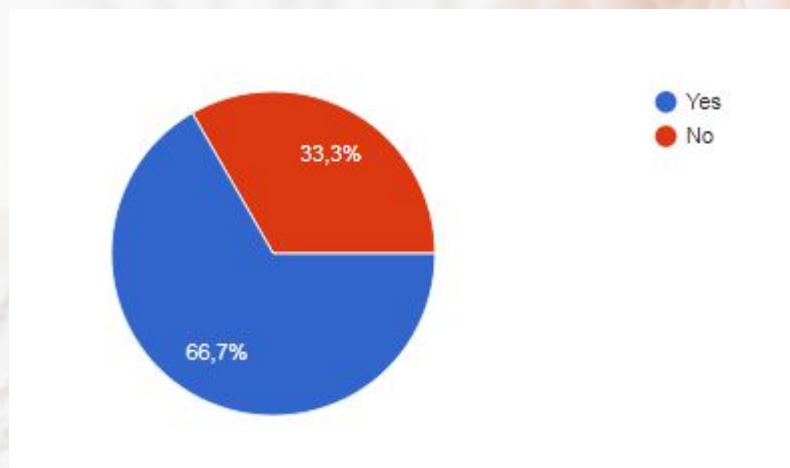
9 ОТВЕТОВ



- 1-2 times a week
- 3-4 times a month
- 1-2 times a month
- 3-4 times in 6 months
- 1-2 times in 6 months
- less often than 1 time in 6 months

Results

- Most consumers are satisfied with our current assortment
- 67% of customers want to see new products in our assortment
- More than a half of customers answered “yes” for question about possibility of buying a new product



If you answered "yes", what products could it be?

5 ответов

More cosmetic for hair

Nail polish, vitamins for skin

Oil for body

Cream for legs

Fruit aromas

A top-down view of various natural ingredients on a light-colored wooden surface. In the upper right, there is a pile of almonds. In the lower left, there is a halved avocado. In the lower center, there are several slices of cucumber. In the lower right, there is a tube of cream. In the upper left, there is a bottle of oil. In the center, there is a small white bowl containing a brown powder. A yellow banner with black text is overlaid in the middle of the image.

Thank you for your attention