

The background features a light gray gradient with several realistic water droplets of various sizes scattered across the surface. The droplets have highlights and shadows, giving them a three-dimensional appearance. They are primarily located in the top-left and bottom-right corners, with a few smaller ones in the center and bottom-left.

BUSINESS PLAN

NURTAYEVA U

BEGALIEVA KH

ZHANAEV S

SERIK D

THE SHOP OF THE PERFUMER

- ✓ PRODUCT: PERFUMER
- ✓ NAME: PERFUMER SHOP
- ✓ MISSION: WE STRIVE TO GIVE PEOPLE THE FRAGRANCE WITH WHICH THEY FEEL THE GODDESS OR THE DREAM OF ALL WOMEN



OUR GOALS

✓ WE CAN DIVIDE OUR GOALS INTO SEVERAL STAGES

✓ MAKE A CONTRACT WITH SEVERAL FAMOUS PERFUMER MANUFACTURES

✓ HOLD THE EVENT "OPEN DOOR"

✓ MAKE DISCOUNTS FOR REGULAR CUSTOMERS



So collect a lot
of customers

SEGMENTATION

DEMOGRAPHIC SEGMENTATION

- ✓ AGE AND LIFE-CYCLE- 18-30 YEARS OLD, WORKING SINGLES OR WORKING MARRIED WOMEN.
- ✓ GENDER-WOMAN.
- ✓ INCOME-HIGH DISPOSABLE INCOME TO BUY HIGH BRANDS(RS. 60,000 AND ABOVE)

PSYCHOGRAPHIC SEGMENTATION

- ✓ LIFESTYLE-CLASSIC BUT YET ADVENTUROUS.
- ✓ PERSONALITY-CHARMING AND ELEGANT.



TARGET MARKET

- ✓ ONE OF THE MOST RELEVANT TOPICS TODAY IS THE FRAGRANCE PERFUME. FRAGRANCES ARE MADE ON SUCH A THIN AND BASE THAT ONE FRAGRANCE EMPLOYS CHEMISTS, PHYSICISTS, TECHNOLOGISTS , ECONOMISTS AND PEOPLE OF ART. FRAGRANCES ARE DIVIDED INTO SEVERAL TYPES OF OIL-BASED, EAU DE TOILETTE , WATER, SPRAY PERFUME, HOW FAMILIAR TO US FRENCH PERFUME, BUT THEIR MANUFACTURING CHEMISTS DO WONDERS! NATURAL INGREDIENTS IN THE PRODUCTION OF PERFUMES AND IN THE HANDS OF CHEMISTS, REAL TALENTS ARE DISCOVERED SUCH PLANTS AS JASMINE, LAVENDER, MYRTLE, GERANIUM, DAFFODILS, ORANGE FLOWERS, VIOLETS, IRISES, ROSES AND MIMOSAS. USE NOT ONLY FLOWERS BUT ALSO SEEDS, LEAVES, ROOTS. FRANCE IS THE BEST PERFUME PRODUCER IN THE WORLD MARKET, AS MANY VARIETIES OF FLOWERS GROW IN ITS REGIONS AND THE FRENCH CLIMATE IS MORE ACCEPTABLE FOR THEM. THE SOIL, CLIMATE AND VARIETY OF EACH FLOWER AFFECTS ITS FLAVOR VERY MUCH. PERFUMES SMELL DIFFERENT TO DIFFERENT PEOPLE. EXPENSIVE AND BEST PERFUME OILS, CALLED "ABSOLUTE", ARE OBTAINED FROM CERTAIN COLORS. NATURAL OILS FROM ROSE, JASMINE, ORANGE BLOSSOM AND ARE THE MOST IMPORTANT. IT IS ALSO IMPORTANT TO NOTE THAT EACH CONTAINS A CERTAIN PERCENTAGE OF ONE OR MORE OF THESE OIL COLORS THAT IMPART A FLAVOR, A SMOOTHNESS THAT IS NOT AVAILABLE WITH ANY OTHER INGREDIENT.

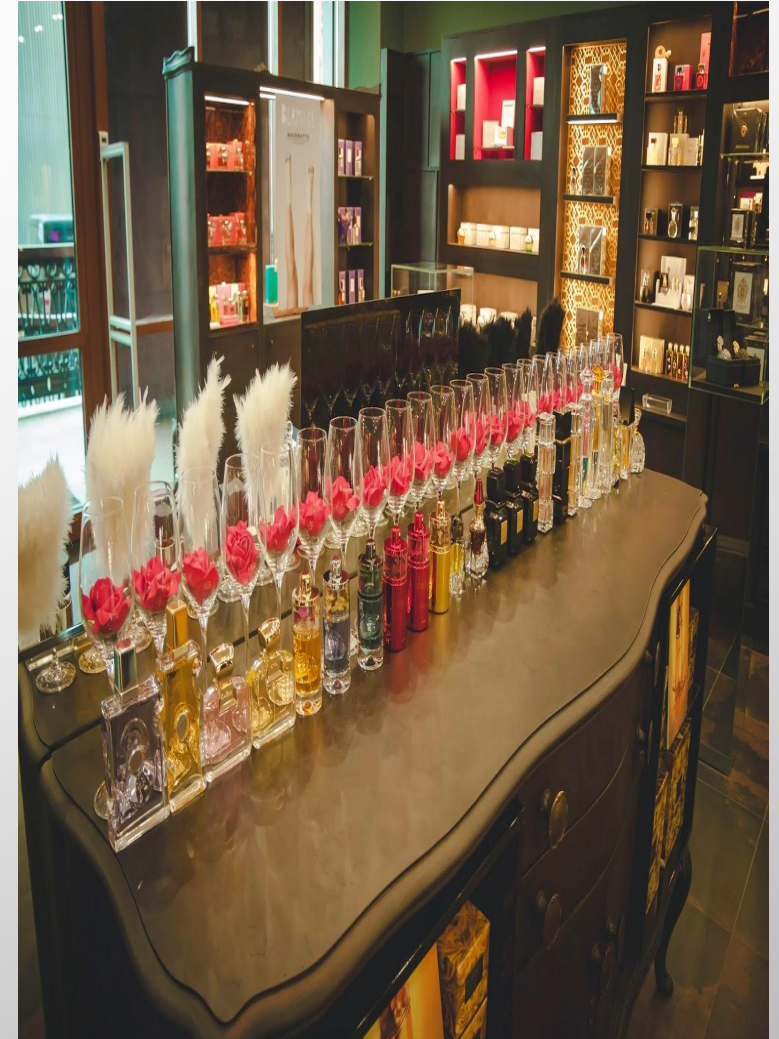
PRODUCT

✓ PERFUME IS THE EMBODIMENT OF ONE HISTORY, ONE CENTURY OF CULTURE. EACH FRAGRANCE IS DEDICATED TO SOME GRAND EVENT. AROMA IS FLORAL SMELL, IT IS UPLIFTING, IT OPENS THE FEELINGS OF LOVE AND HE IS BOUND BY MEMORIES. EVERY GIRLS EVERY GUYS WANTS TO CHOOSE HIS OWN FLAVOR TO YOUR TASTE , CHARACTER, INTELLIGENCE.



PLACE

- ✓ IT WAS NOT BY CHANCE THAT THE FIRST ITEM IN PREPARATION FOR THE OPENING OF THE PERFUME AND COSMETICS SHOP WAS THE CHOICE OF LOCATION FOR THE STORE. A GOOD CHOICE FOR THIS STORE - THIS IS ALREADY 50% OF SUCCESS.
- ✓ IN FACT, IT IS QUITE DIFFICULT TO FIND A PLACE, SINCE SIMPLY THESE PLACES HAVE BEEN OCCUPIED FOR A LONG TIME AND ENTREPRENEURS NEVER LEAVE WORKING PLACES. AND IF THEY LEAVE, THEY JUST SELL THIS PLACE. HERE I WOULD LIKE TO NOTE THAT THEY DO NOT SELL THE PROPERTY, BUT SIMPLY ASSIGN YOU A LEASE AGREEMENT FOR THIS PLACE.
- ✓ DEPENDING ON THE SIZE OF THE AREA AND THE TURNOVER OF PEOPLE, THE PRICE MAY BE DIFFERENT, HERE I CAN IMMEDIATELY SAY THAT I HAVE NEVER SEEN A PRICE LESS THAN 300,000 TENGE. AND THIS IS FOR 10 SQ.M. SPACE (AGAIN, THE PRICE IS NOT FOR YOU TO TAKE IN THE PROPERTY, BUT JUST FOR YOU TO RENT THIS PLACE).
- ✓ PERFUMERY AND COSMETICS SHOP, I WILL NOT CONSIDER THE OPTION OF BUYING A PLACE, WE WILL ASSUME THAT AN ENTREPRENEUR IS LIMITED IN FUNDS AND CANNOT ALLOCATE 500-700 THOUSAND TENGE FOR THE PURCHASE OF THIS PLACE.



PRICE

EAU DE PARFUM PRICE

UP TO 10,000

✓ 10 000 - 49 999 T

NOW IN BRAND:

PRINCESSE MARINA DE BOURBON

SALVATORE FERRAGAMO

YVES ROCHER



Perfume set

Price

up to 10 000 tg

- ✓ 10 000 - 49 999 tg
- ✓ 50 000 - 99 999 tg
- ✓ 100,000 - 149,999 tg
- ✓ 150 000 - 199 999 tg



Now in Brand

- ✓ BRITNEY SPEARS
- ✓ Franck Olivier
- ✓ LANVIN
- ✓ MONTALE
- ✓ YVES ROCHER



PROMOTION

- ✓ PROMOTION- FASHION SHOWS, CELEBRITIES, LAUNCHING EVENTS, TV, MAGAZINES.
- ✓ SOCIAL NETWORK: FACEBOOK, TWITTER.
- ✓ ALSO TO LOYAL CUSTOMERS A TRIP TO PARIS TO JOIN A PARTY LIKE A 'BEAUTY GATHERING' INCLUDING CELEBRITIES AT THE PERFUME HOUSE.
- ✓ BY KEEPING A CELEBRITY FOR ENDORSEMENTS.
- ✓ AD COMPANIES.
- ✓ PROVIDING DISCOUNT ON WOMEN'S DAY, AND BIRTHDAY OF THE CUSTOMERS.
- ✓ PUBLIC RELATIONS-SPECIAL EVENTS, BLOGS, FORUM, WEBSITE, MEDIA RELATIONS

THANKS FOR ATTENTION