

Organic cosmetics by Mary&Daria

The project is done
By the students of the 3rd year
Of the faculty of Marketing
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Surnina Maria



The background of the slide features a collection of organic cosmetic products and ingredients. In the foreground, there are several open jars containing creams and oils in various shades of green, yellow, and orange. A white tube with a silver band is also visible. To the right, a glass bottle with a silver cap contains a yellow liquid. In the upper left, there are dried botanical elements, including a cotton flower and cinnamon sticks, suggesting natural and organic themes.

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

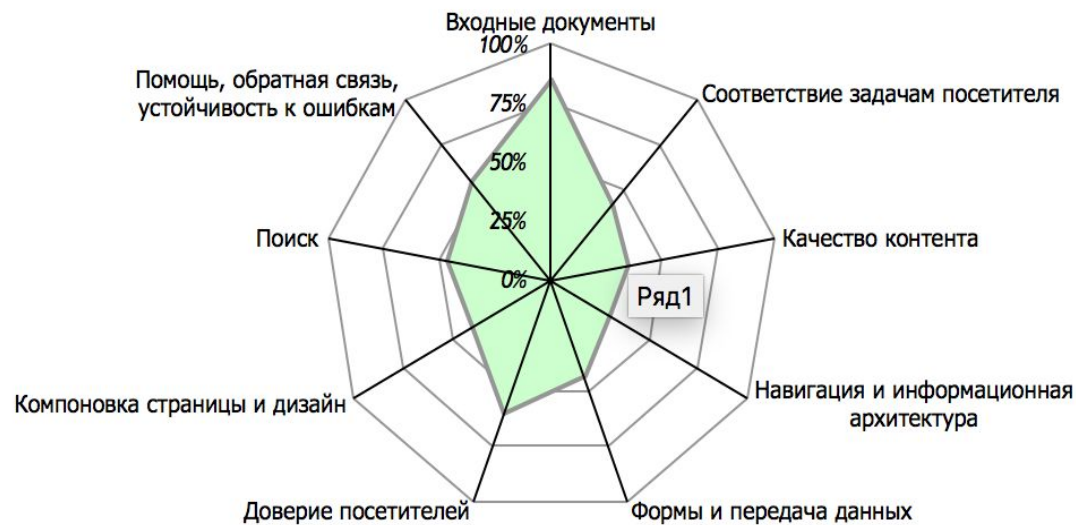
Contacts

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

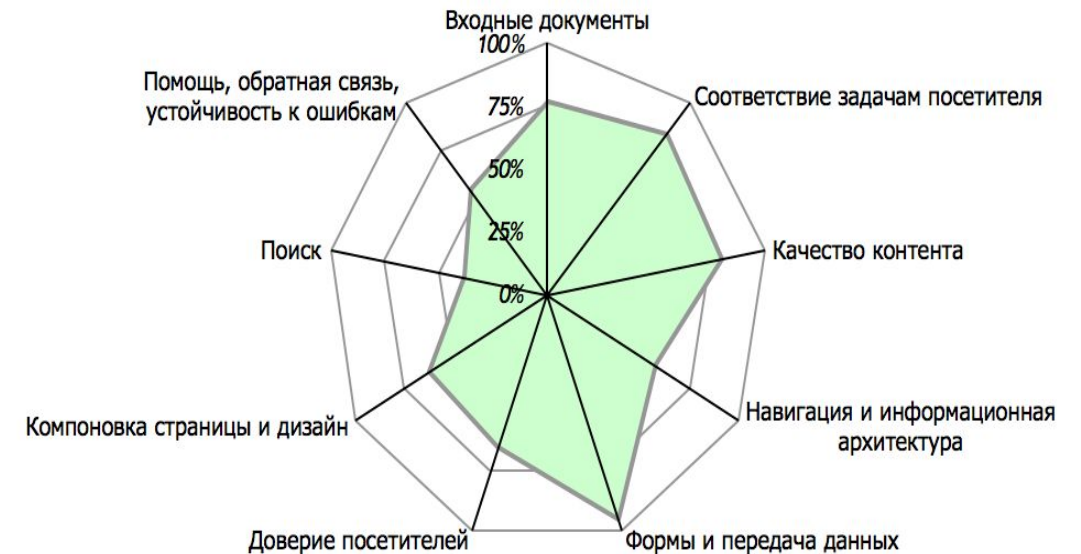
Information about our company

Usability of our competitors

Love-Organic uzabiliti chek-list



Cvetovar uzabiliti chek-list



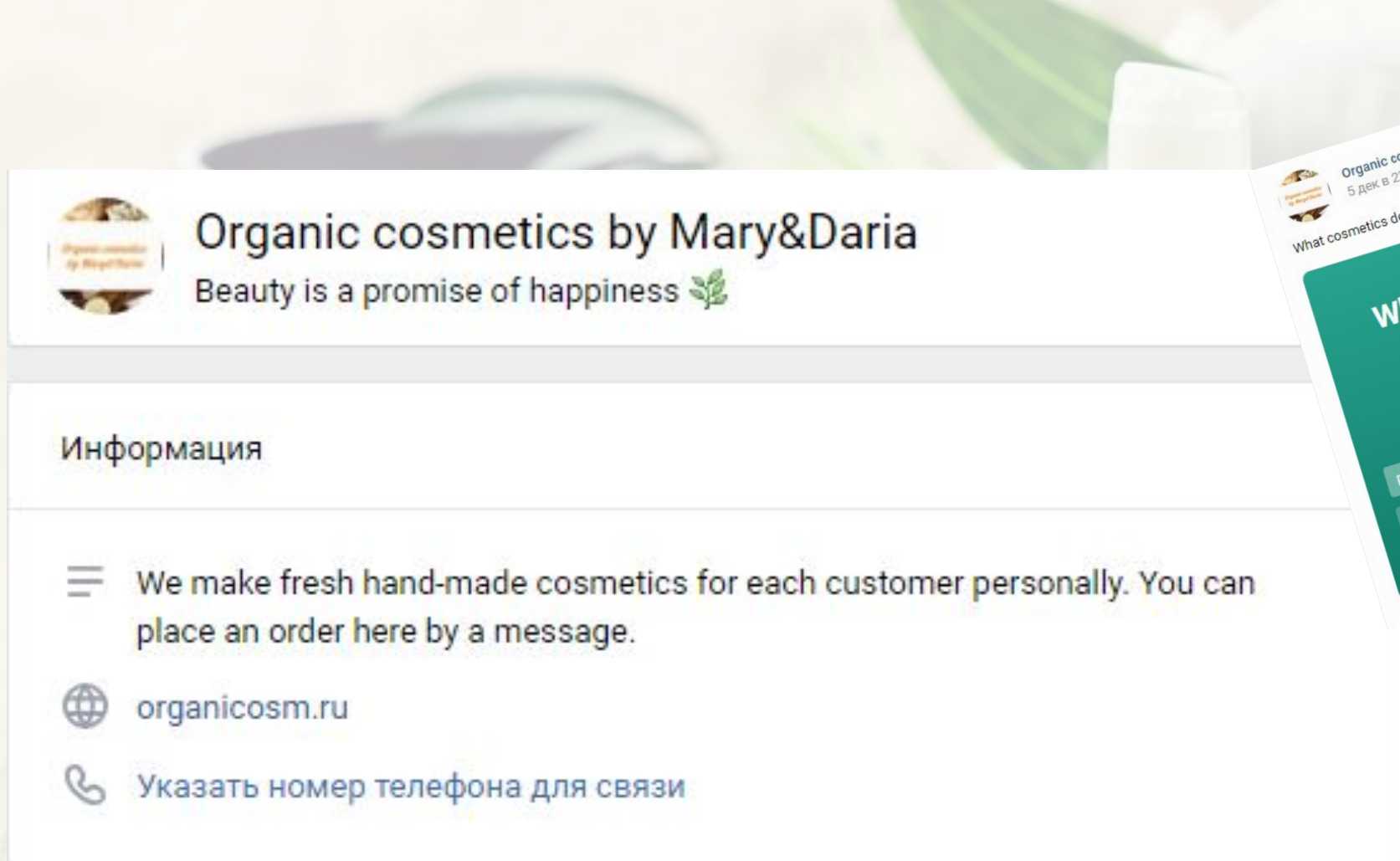
Mistakes in usability our competitors made

- 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



The image shows a Facebook profile for 'Organic cosmetics by Mary&Daria'. The profile picture is a circular logo with the text 'Organic cosmetics by Mary&Daria'. The cover photo is a blurred image of green leaves. The profile name is 'Organic cosmetics by Mary&Daria' with the tagline 'Beauty is a promise of happiness' and a small plant icon. Below the name is a section titled 'Информация' (Information). It contains a menu icon, a description 'We make fresh hand-made cosmetics for each customer personally. You can place an order here by a message.', a website link 'organicosm.ru' with a globe icon, and a phone icon with the text 'Указать номер телефона для связи' (Specify phone number for contact).

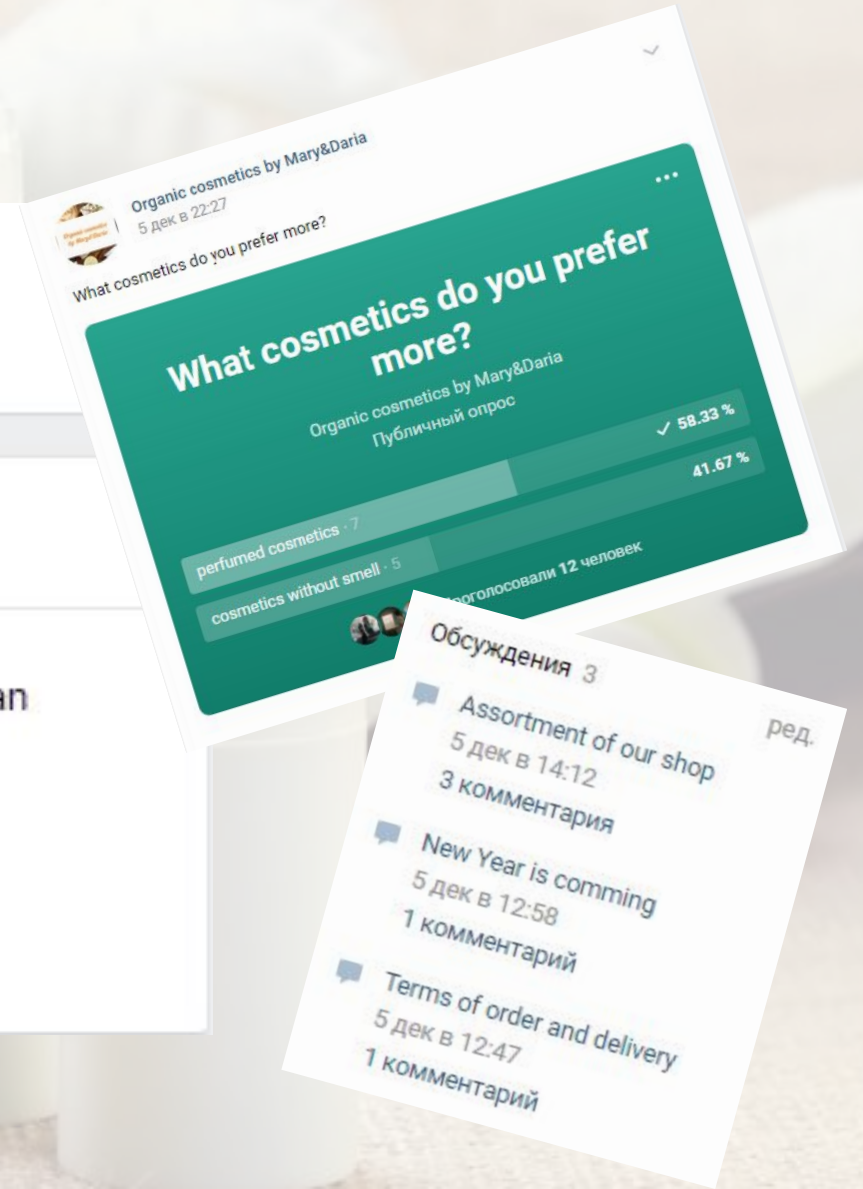
Organic cosmetics by Mary&Daria
Beauty is a promise of happiness 🌿

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



The image shows a Facebook post and its comments. The post is from 'Organic cosmetics by Mary&Daria' and is dated '5 дек в 22:27'. The post text is 'What cosmetics do you prefer more?'. Below the text is a poll titled 'What cosmetics do you prefer more?' with two options: 'perfumed cosmetics' (7 votes, 58.33%) and 'cosmetics without smell' (5 votes, 41.67%). The poll is labeled 'Public poll' and '12 people voted'. Below the poll are three comments. The first comment is 'Assortment of our shop' (5 дек в 14:12, 3 comments). The second comment is 'New Year is coming' (5 дек в 12:58, 1 comment). The third comment is 'Terms of order and delivery' (5 дек в 12:47, 1 comment). The comments section is titled 'Обсуждения 3' (Discussions 3).

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 %

12 человек проголосовали

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

cvetovar.ru

Базовый вид

На поиске

В сетях

Органическая косметика

Лимитированная коллекция к Новому Году: подарочные наборы и эксклюзивные ароматы

Адрес и телефон cvetovar.ru

изображение (стандартное)

Базовый вид

На поиске

В сетях

На устройстве

Органическая косметика – Ручная работа

Новогодние наборы cvetovar.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.

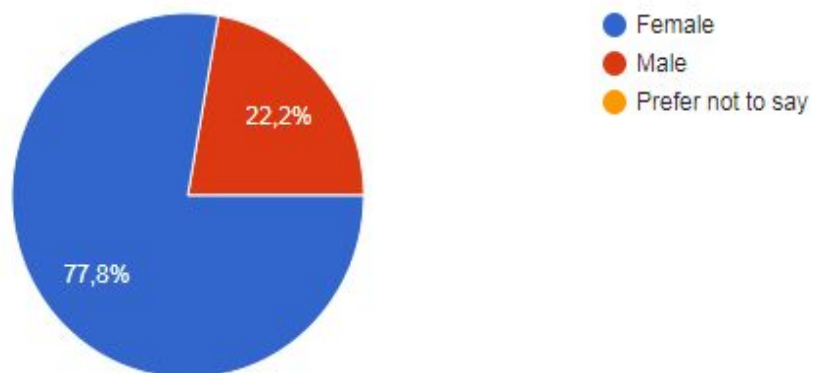
Please, answer the questions below. It will not take more than 10 minutes.



Results

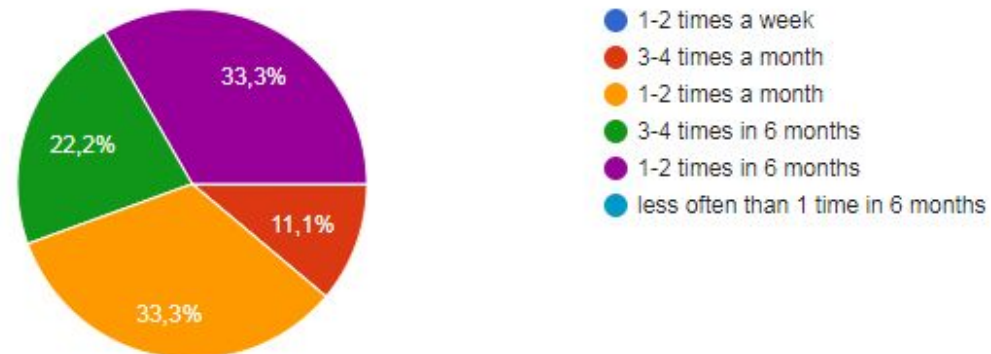
Please, confirm your gender

9 ОТВЕТОВ



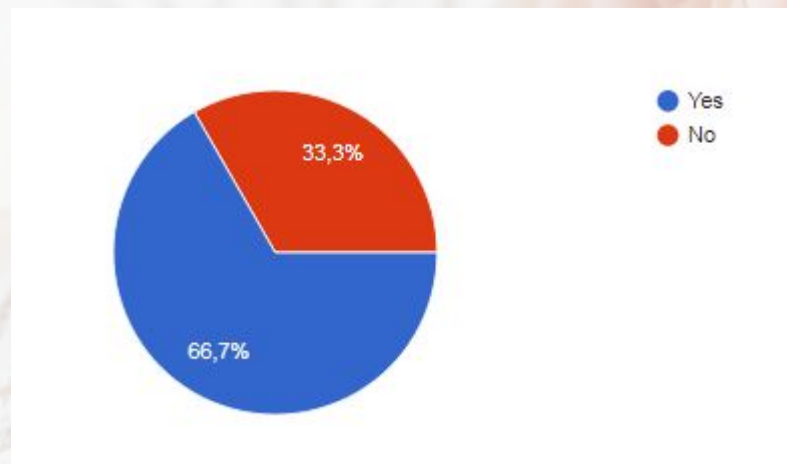
How often do you buy cosmetics?

9 ОТВЕТОВ



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



Thank you for your attention