

# Beauty & Go

New Product, New Category, New Ideas

# Agenda

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# Problem Statement

**How does the 'Feed Your Skin' JV  
devise their growth strategy to  
maximize their potential?**

# Key Issues

- Brand Health
- New Market Growth
- Revenue Growth
- Innovation

# Key Objectives

- International Brand Visibility
- New Market Penetration
- Growth in Revenue
- Brand Fit

# Recommendation

**‘Feed Your Skin’ should pursue the US, Asia, and Europe through specialty retailers and e-Commerce.**

# Assumptions

- Production and packaging facilities network can support recommendation
- Nutrosmetics market continues to grow
- Conversion rates and market conditions remain the same

# Analysis – External Environment

- Juice Market
  - Orange juice
  - Staple juice, in jeopardy
  - “Not just for breakfast” campaign

Focus on grocery retailing is not ideal



# Analysis – External Environment

- Health + Beauty Stores
  - Focused market for beauty products
  - Greater interaction
  - Congruent with science statistics and presentations
  - Better market perception

Health + Beauty stores are a better retail fit

# Analysis – External Environment

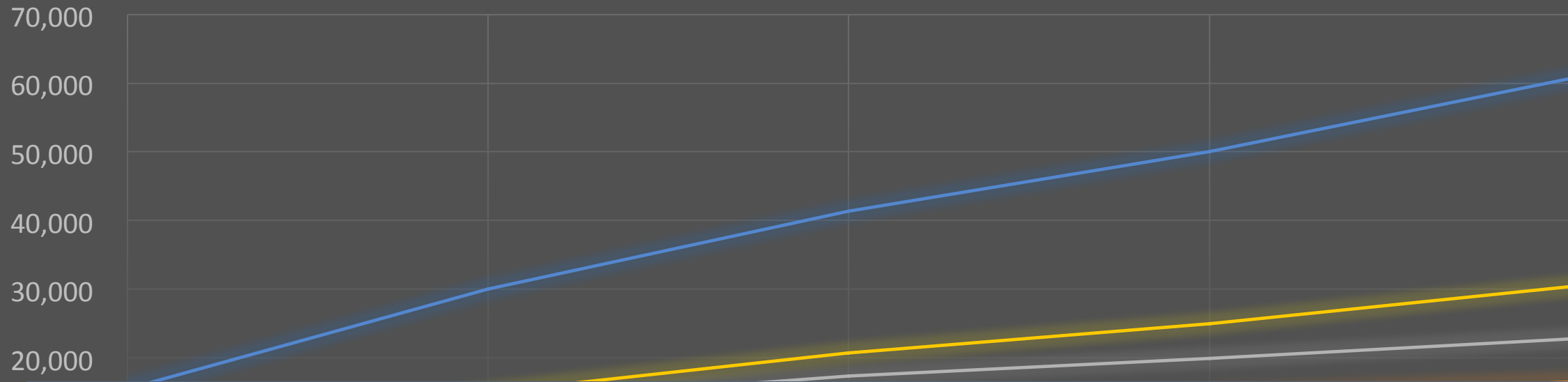
- e-Commerce
  - Growing sector for retail
  - Lower capital costs
  - Inventory control
  - Control over image

Online retailers offers freedom and opportunity

# Analysis – Internal Analysis

2016-2020 Projected Revenues by Category

— Retail — Health and Beauty — International — On-Line Internet — Total



Online and H+B are promising markets

# Analysis – Internal Analysis



Online and H+B provide good profit potential

# Analysis – Internal Analysis

AMC Juices

Danku (Nina)

Partnership provides complimentary strengths

# Analysis – Internal Analysis

- Entry into Food Retail – difficult for B&G
  - Only 30% expected sales achieved
  - Lack of visibility
  - High price
- After explanation, sales doubled (target customer)

Information is key for sales success

# Alternatives

- 1 Expand through use of big box retailers (Tesco)
- 2 Expand through specialty retailers (in H&B and others)
- 3 Expand through e-Commerce sales

# Alternative One: Big Box Retailers



- Current partners
- Simple distribution

- Lack of brand fit
- Poor historical performance
- Lack of innovation opportunities
- Low profit margins





# Alternative Two: Specialty Retailers



- New contacts through JV Partner
- High innovation potential
- Positive brand fit
- Large growth and revenue opportunities
- High profit margins

-Relationship identification, formulation, and maintenance



# Alternative Three: e-Commerce

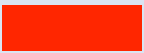





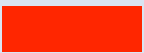







- Low cost
- Immense innovation opportunities
- Positive brand fit
- Growth and revenue opportunities
- High profit margins

- Robust marketing requirements
- Logistical considerations



# Decision Matrix

	Big Box Retailers	Specialty Retailers	e-Commerce
Brand Fit			
Growth and Revenue			
Profit Margins			
Innovation			

# Recommendation

**‘Feed Your Skin’ should pursue the US, Asia, and Europe through specialty retailers and e-Commerce.**

# Implementation Plan

Short Term (6 months – 1 year)

- Social Media Awareness

Medium Term (1 -2 years)

- Entry into US and Europe

Long Term (2+ years)

- Pipeline innovations

# Countries

Channel	America	Europe	Asia
Health and Beauty		✘	
Retail	✘	✘	
Spas	✘	✘	
Online	✘	✘	
Distributor Sales			✘

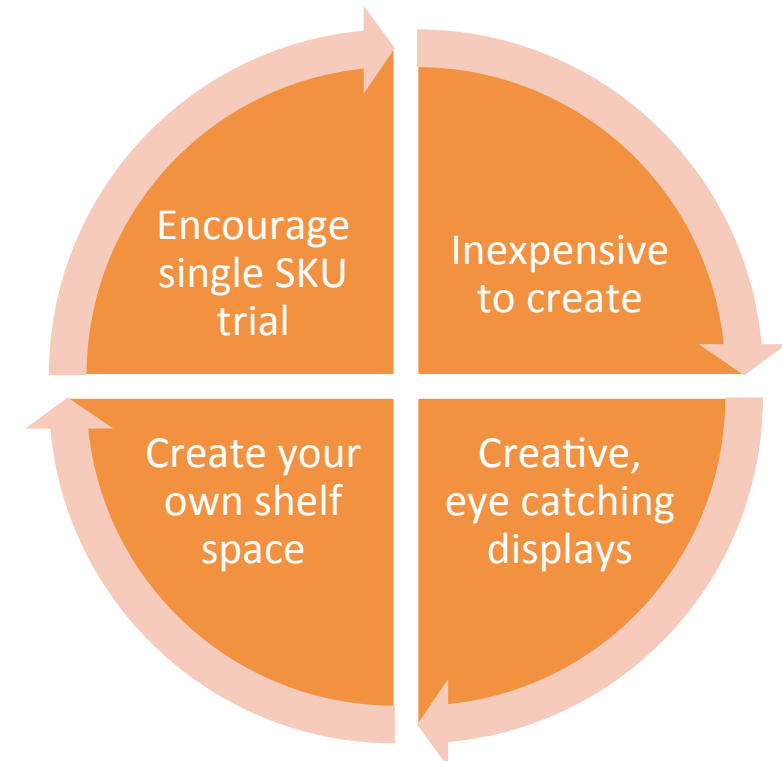
# Distributors

- Continued utilization of distributors
- Focus on company core strengths

Countries: China, Japan, Hong Kong, Vietnam and India

# Health & Beauty

- Portable end aisle POS units
  - 100 units per store chain
- Placement in ready to go drinks and H&B section
- Sampling promotions
  - 2 sampling events per store
  - Peak sale periods
  - Product experts



**Portable End Aisle POS Units**

**Countries: UK, Belgium, Holland, Germany, France and Switzerland**



# Retail

## High End Food Retail

- Whole Foods, Selfridges
- Higher basket spend
- End Aisle units
- Sample Events (4 per store, 2 product experts)

## Luxury Retail

- Harrods, Nordstrom's, Saks
- POS display units in H&B
- Sampling
  - Personal Shoppers

Countries: UK, Belgium, Holland, Germany, France, Switzerland and US

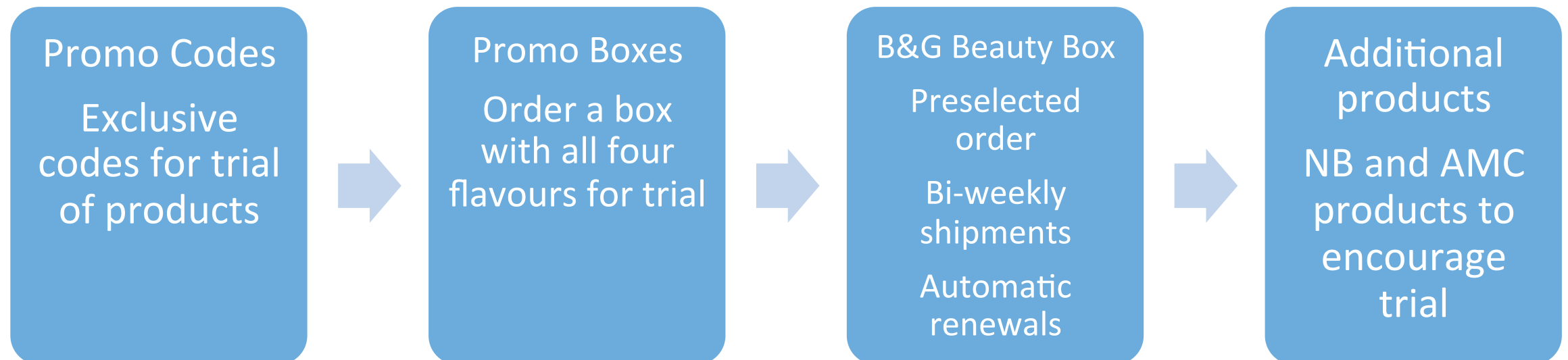
# Spas

- Leverage existing NB spas network
- Sample for guests during services
- Available for purchase

All current NB Spa locations worldwide

# Online

- Leverage web services provider shopify.com, or existing Naturalicious web services
- Luxury packaging
- Demand based ordering



# Social Media Presence

## Online Education

- Influencers
- YouTube
- Nutritional Bloggers
- Instagram

## Online Awareness

- Unboxing events
- #BandG
- #beautybox

# Sampling Experiences

## Event Types

- Event Sponsorship
  - Yoga, hiking, golf
- Charity partnerships
  - Ovarian and breast cancer

- Sampling Kiosks
  - Moveable permanent style structures
- Ambassadors
  - 25-35 year old woman
  - Active Lifestyle
  - Product Experts
- Online store promo codes

Countries: Europe and US

# Building the Pipeline

## Male demographic

- Sports related, pre and post
- Skin benefits
- Aluminum bottle packaging
- Refreshing

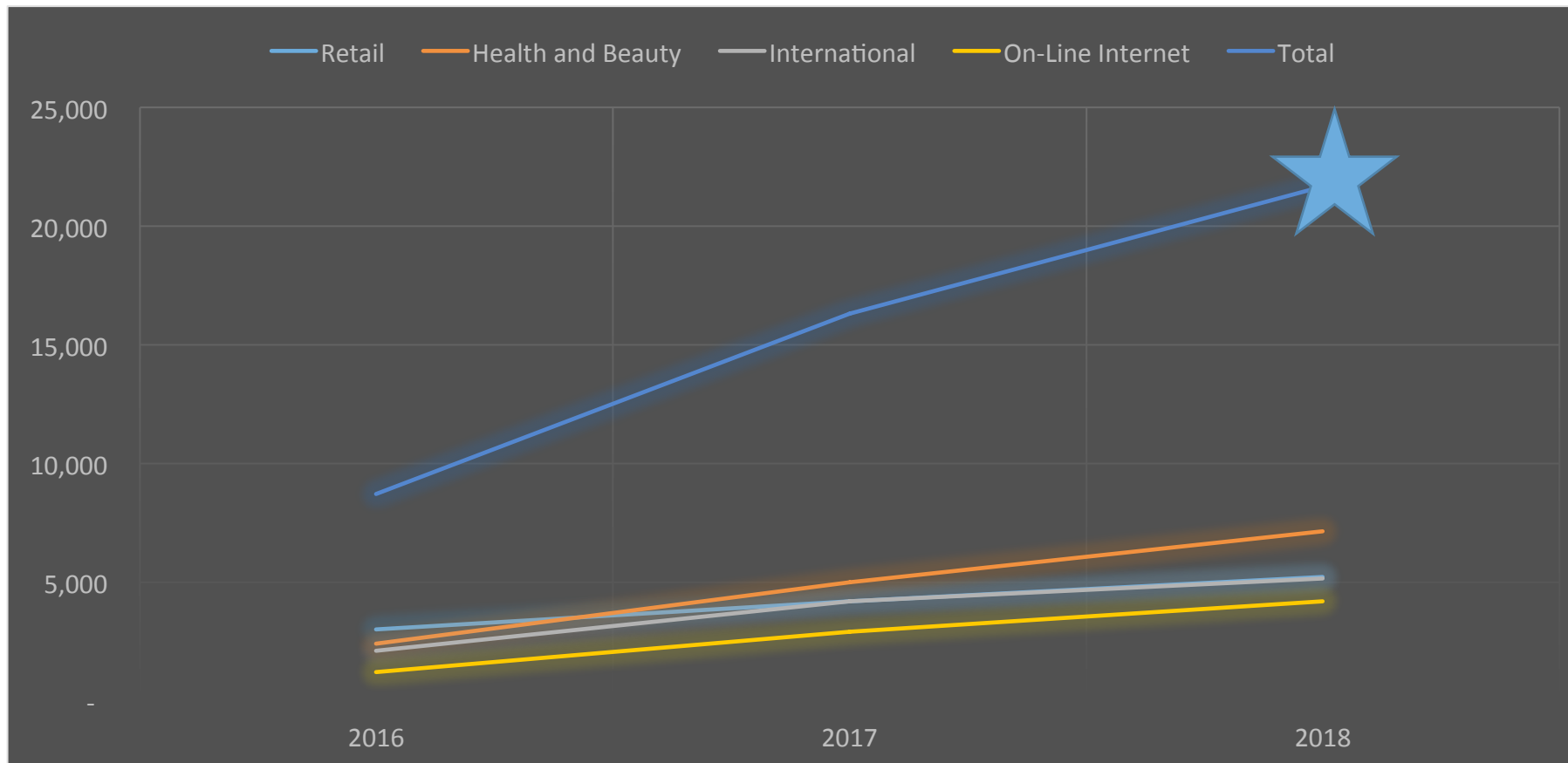
## Convenience

- Smaller concentrated shot style liquid
- Added to water

## International Flavours

- Seasonal
- Appeal to existing customers
- Local Flavours
  - Dragonfruit
  - Artic Kiwi

# Revised Financials



## Assumptions

1. Stable of Euro Zone
2. Ability to trade with foreign countries
3. Promotion budget
4. Maintenance of current margins

# Pricing Strategy

1. Increase to original pricing margin
  - (€2,85, \$5.75 USD)
2. Similar strategy in US and Europe
3. Maintain Asia Strategy



# Where is the Money Coming From?

- Fund through internal (FYS) and JV Partners' investment

# Risks and Mitigations

Risk	Likelihood	Mitigation
Competitor Entry	Medium	<ul style="list-style-type: none"><li>-Patent</li><li>-First mover advantage</li><li>-Robust marketing</li><li>-Partner history</li></ul>
Data Management and Security	Low	<ul style="list-style-type: none"><li>-Expertise in area</li><li>-Trusted partners</li></ul>
Quality Incidents	Low	<ul style="list-style-type: none"><li>-Quality testing</li><li>-Quick response</li><li>-Ready strategy</li></ul>

# What Good Looks Like

**Established Luxury Brand**

**Wide Global Reach**

**Growth, Revenues, Profit Margins**

**More customers, with beautiful skin**

# Conclusion

- + International Brand Visibility
- + New Market Penetration
- + Growth in Revenue
- + Brand Fit

# Thank You

Questions?

# Contingency Plan

- Dual-Pronged approach:
  - Alternative brand for big box (cheaper, not associated with B&G)
  - High end brand in specialty shops, spas, etc.
  - E-Commerce for both brands