

**Anne-Arlette Davina M'BOUNGOU TSO**

ID : a9UB69006

**Marketing Plan**

Bachelor

**Bloom Beauty Marketing Plan**

ATLANTIC INTERNATIONAL UNIVERSITY HONOLULU, HAWAII

Winter 2022

(Date : February 11, 2022)

---

## Table of Contents

Executive Summary & Product Description .....	1
Target Market & Consumer Profile.....	2
Marketing Indicators.....	3
Marketing Mix.....	4
Product.....	4.1
Price.....	4.2
Place.....	4.3
Promotion.....	4.4
Measurement & Controlling.....	5
Resources .....	6

## 1-Executive Summary

Bloom Beauty is presented, as a young business shop in Pointe-Noire in the Republic of Congo.

Our Main Business is based on selling Slimming sheaths to ladies. Bloom Beauty enable women of all ages to gain more confidence in their physical appearance .

Bloom Beauty is designed with scalability in mind, so whether someone is a housewife or professional woman, it's the ideal Slimming Sheath. The Objective is to help women to have a beautiful shape. But not only that wearing the Slimming sheath on a daily base at least 4 to 8 hours a day allow to loose 0.8cm to 2cm per day. The product is designed in such a way that combines both style and fitness at once. It helps to improve endurance, stamina, flexibility, agility and balance. But, we strongly advice consumers to practice sport and also have a good diet. In order to get fast and nice results.

Though Bloom Beauty is more focused on the selling of sheathes. It also provides additional products and services. The shop is located in Pointe-Noire within a small mall in the area of the Grand-Marché. With easy access and the pretty modern layout of the shop. The layout is made in such a way to attract customers and make them feel at home. The showroom is divided in a way that there is an area dedicated to sheathes and a small studio where other cosmetic products are displayed. Where a certified beautician advice customer on which product to select.

The neighborhood around Bloom Beauty includes other businesses such as clothing shops and other wellness minded business like beauty saloons. Bloom Beauty's pricing is variable, fair, and competitive. The shop offered fidelity cards to all customers that bring in new customers such as family and friends. And a glass of juice or tea is offered to customers as refreshment. Very little money is spent on promotion, as so much of Bloom Beauty's business comes from referrals, mouth to ear, and the positive reputation. Social media plays an important role in the development of the business.

The ultimate, Objective of Bloom Beauty is to improve Women's lives and make them more satisfied and thus, major growth is not a priority. In Long term run Beauty Bloom is intending to expand itself within the country. Bloom Beauty will also continue to focus on premier offerings which is the selling of quality sheathes, But might also include some fitness activities like gym and zumba and nutrition counseling.

The products are manufactured, ordered and labelled from China. It's important to note that the expedition and custom costs are quite important. But the business is able to get satisfaction from its consumers and reputation matter most. The firm is also getting some Return on Investment.



**Sample of Bloom Beauty most sold Slimming Sheath**

## 2-Target Market & Consumer Profile

The target market of Bloom Beauty is Well designed shape for ladies. The demographics of Bloom Beauty target market are women, teenagers and adults; they should have a fair level income to buy the sheath and other offerings. Bloom Beauty consumers are health-conscious and beauty-minded, well-educated and are much interested to current changes in nutrition and fitness.

Mostly, Bloom Beauty shop attracts people who live an all-around healthy lifestyle and women coming back from maternity. They often eat nutritious diet food and watch out on their weight.

Wearing a slimming sheath is pretty different for having a common one. Ladies putting on the slimming sheath feel more attractive and confident. At the same time their are able to burn out the excessive fat much easier.

The target consumer will be interested in supplementary foods and skincare. Competition is taken into consideration at Bloom Beauty ; thus a good promotion program is putted in place to keep being competitive by doing so the business will be maintained.

## 3-Marketing Indicators

SWOT Analysis (also known as SWOT Matrix) is a business framework that helps assessing a wide variety of factors that may have a profound impact on a business's performance. These factors may either be internal to a company or external. Furthermore, these factors may either be favourable/helpful or unfavourable/harmful to a company.

As all business Bloom Beauty is not exempted from being affected by both internal and external factors. Some do affect the business positively while the opposite also do happen.

### Positive Factors

**Strengths** : although, the market is saturated. Bloom Beauty has built a good reputation which comes from consumer satisfaction. And who do recommend our product to their families, friends, peers and neighbor. Despite the huge pool of competitors. Another strength comes to the fact that there's a professional beautician who can coach customers on issue regarding skincare. And also the fact that consumer feel at home once they step into the shop.

**Opportunities** : the trend beauty and health is evolving more and more. And ladies are paying much attention on their physical appearance (body shape ; skincare and completion) as well as health. This allowed Bloom Beauty to position itself within the market.

## Negative Factors

**Weaknesses :** The business is growing, but the problem comes when the customer ordering the product are based in different towns within the country. Somehow the delivery service used is very slow to deliver and there comes frustration.

**Threats :** government has some regulations regarding a range of taxes to be paid. This is like a restraint to small businesses. Also the restriction due to the COVID-19 pandemic is affecting the business as the goods are coming from China and things are not steady as usual.



SWOT Analysis Matrix

## 4-Marketing Mix

**4.1 Product :** Bloom Beauty primarily presents 4 models of slimming sheathes. But also product like slim waist shrink wrap and some creams and teas to help burning fats.

There's also a range of skin repairs products made with natural ingredients such as shea butter, coconut oil, pawpaw cream, collagen among others skincare products. supplementary foods sold in the shop are vitamins such as D, C E and other, fish oil, protein powders, collagen capsules and powder.

**4.2 Price :** Bloom Beauty products, prices are based on the wholesale price Bloom Beauty obtains and by also taking into consideration indirect cost that occurred. Despite this the room for differentiation is quite low in the shop pricing. The range of products are different therefore the pricing of products varied.

All customers with fidelity cards get 15% price reduction on total sale cost

pricing is also seasonal, and summer discounts are offered. Bloom Beauty's pricing scale is competitive, yet used to establish image. The business does not underate its by pricing elling products too low, yet they are also not the highest-priced while doing benchmark with similar businesses.

**4.3 Place :** Bloom Beauty has a single location. Located in Pointe-Noire at the edge of the city center and the outlier neighborhoods. The shop is located in moka mall on Ave de la revolution. The access is light for clients living and in suburban neighborhoods can easily get to the shop. Parking in this area is more abundant, and is free. The mall also has an unground parking for all visitors.

**4.4 Promotion :** Though Bloom Beauty does not need to spend much on advertising on TV or radio station but do invest in printing of leaflets, and banners. But will need to increase customer awareness with multiple internet-based methods. Social media is an indispensable tool: CFE has whatsAPP, and Instagram pages. Will soon have a facebook and Telegram page. Finally, the shop also has promotional gifts such as pens, T-shirts and paper fans. Important to note that reputation and word of mouth, and visible presence at local Bloom Beauty will be great promotional tools.

## **5- Measurement & Controlling**

The firm has implemented several monitoring and measurement activities. The shop owner will do financial analysis to assess monthly sales. And try to identify amendment that need to be put in place based on consumer requests and needs. Suggestion from customers are highly welcomed. And consumer survey is also conducted. There is an aim to expand within the country in the year to come Thus new staff will be hired and must go on a training program. The objective is to become the most competitive shop within the country.

## **Resources**

1. AIU Marketing Plan study material
2. <http://www.forbes.com/sites/melaniehaiken/2011/09/13/americas-t>
3. <https://bizskillsacademy.com/swot-analysis/>
4. [https://en.wikipedia.org/wiki/Marketing\\_mix](https://en.wikipedia.org/wiki/Marketing_mix)