



International Retail & Global Marketing  
-Conceptual business plan for a beauty/wellness brand  
aiming to operate internationally (APAC REGION – SINGAPORE).

Real Beauty is an *organic drinks and supplement brand* that distributes products sourced from herbs, fruits, and vegetables unique to the region. Under the mission to help individuals lead a healthier lifestyle, the products are designed to benefit the internal body.

Products are offered at:

1. San Francisco Flagship Store
2. Worldwide Online Store

The brand plans on foreign expansion, starting with Singapore.

*“Real Beauty Starts From Within”*



The current product mix are real supplement, real tea, and real juice. Products are naturally sourced from fresh ingredients unique to the region. Taking target market and the competitors in to consideration, Real Beauty aims to implement the premium pricing strategy and thrive to become a new leader in the market. Orchard road shopping district is concluded to be the best location for a boutique store in Singapore. In future prospects, the company wishes to expand with company- owned stores to provide consistence quality and service to all consumers around the world.

Research on region’s successful marketing method concluded in using digital media for majority of the promotions. The major areas of promotional strategies discussed includes:

1. Influencer marketing
2. Natural exposure
3. Social media & e-mail
4. Discount events
5. Brand video
6. Participating in a local charity
7. Free workshops and seminar

## Intro - Location

 Country of Export: Singapore  
Capital City: Singapore



- Warm and wealthy tropical island
  - 710 square kilometers
  - Inhibits about 5.5 million people.
- California
1. Online Retail
  2. Retail Store located in ION Orchard department store @OrchardRoad

- GDP is 297 Billion USD, one of the highest in South East Asia. (World Bank 2016)
- Beauty landscape growing to be the fastest which is \$937 million USD in 2018. (Vanity Singapore)
- 2.3% annual growth expected (Vanity Singapore)
- National interest in naturally clear and glowing skin.
- 17.4 million tourists in 2017. 3 times the existing population of Singapore. Great chance for global exposure.

## Intro - Sample Product



Cold Pressed Juice from the seasonal greens, apples, and grapes.  
\$16  
500ml  
Reusable Glass Bottle

Vitamin and extracts from dried up seasonal red fruits and veggies formed into a easy swallow capsule type pill.  
\$40  
100 capsules to be consumed twice a day.

polyphenol powerhouse vitamins

## Intro - Pricing & Packaging

Supplement \$35-\$50

Tea \$4-16 oz

Pressed Juice \$8-400ml



## Personality

*Natural, Sincere, Calm, Simple, Down to Earth*

Brand: With the goal of urban relaxation, calm attitude, and natural aesthetics, Real Beauty is the healing spot for the restless Metropolitan.

“understanding the importance of self-care, we thrive to promote the well-being lifestyle that can enhance your internal and external beauty”

Inspiration: Inspired by busy people in the urban city and sourced from nature.

Brand Color: khaki green

Products: Private Label- beauty supplements, teas, and pressed juice.



Main Ingredients: Collagen, Biotin, Probiotics, Peppermint, Turmeric, Ginger, Chamomile, Calendula, Lavender, Seasonal Fruits, Lemon, Lime, Herbs, Ginseng, Kale, Wheat Grass, Chlorella, Avocado

## Intro - Brand Profile



## Business Card



Intro - Brand International Objectives

- Tourist Attraction through Localization

As the store expands across the globe, there will be flavors distinct to that region making it attractive for tourists and locals alike. Real Beauty store around the world will become a “must visit” place for traveling modern day consumers.



- Cultural Exchange in the area of eating and wellness

Food culture exchange builds awareness and knowledge about the world we live in. Real Beauty wants to be at the core of this worldly connection.

- Gain more revenue for possible expansion into a lifestyle brand

As the company grows, Real Beauty has the potential to implement the brand’s philosophy in other areas such as fashion, food, interior design, and fitness centers.

Competitive Advantage Summary

- Simple and clean product design
- Free canvas bag and glass bottles that can be reused
- Unique store experience (\*aroma/lighting/plants)
- Membership style payment available
- Late night open hours for busy people
- Sincere customer service
- Strong consumer and brand relationship
- Interactive social media marketing



Mood Board

## Singapore Analysis - Political

- **Conservative** country (54 years of dictatorship but a developed one).
- Political expression and free press banned. Press is ruled by the government and labor strike illegal.
- Government allowed to track down one's email and social media.
- **High stability and security.**
- Very **low corporate tax** (8.5% - 17% which is low in comparison to other countries) for foreign businesses.
- **No capital gains tax**.
- Singapore and US had been **strong partners** for over 50 years.
- **Open attitude** towards foreign companies (especially U.S)
- 1<sup>st</sup> place as best place to run Global Corporation (World Bank)
- 6<sup>th</sup> in lowest corruption perceptions index (2017, Transparency international) -> **No Bribery/Disadvantage as a new brand**



2017 Rank	Country	2017 Score	2016 Score	2015 Score	2014 Score	2013 Score	2012 Score	Region
1	New Zealand	89	90	91	91	91	90	Asia Pacific
2	Denmark	88	90	91	92	91	90	Europe and Central Asia
3	Finland	85	89	90	89	89	90	Europe and Central Asia
3	Norway	85	85	88	86	86	85	Europe and Central Asia
3	Switzerland	85	86	86	86	85	86	Europe and Central Asia
6	Singapore	84	84	85	84	86	87	Asia Pacific
6	Sweden	84	88	89	87	89	88	Europe and Central Asia
8	Canada	82	82	83	81	81	84	Americas

## Singapore Analysis - Culture



- Multicultural (Chinese 78%, Malaysian 7%, Indian 7%, 1% Eurasian, and etc.)
- Distinct cultures alive in separated communities
- Muslim workers: Avoid Friday & Ramadan, Beef and Pork not recommended, gift seen as gratitude not bribery
- English = Primary language

Clean & Green Singapore



- Strict Regulation to keep the country clean: Chewing gum, not flushing, smoking in an undesignated area results in fine.



- Fresh Produce for juicing.
- Wellbeing food trend immensely popular, boosting food business in Singapore
- Preference for natural and beautiful skin due to Korean celebrity influence.



- Urban & Densely Populated = viable location for business
- Skincare: Top 7 category wealthy invests on

## Singapore Analysis - Legal

- Legal system is based on **common law & statutes by the Parliament.**
- **Foreigners can legally register** a company in Singapore.
- Foreigner must have the legal or Employment Pass (EP). The person has to be more than 18 years old (without any record of legal offense of bankruptcy).
- Real Beauty is also looking towards the direction of operating a **second branch office in Singapore.** After registration, the business can become a legal entity.
- Must hire **at least one Singaporean worker** and is only permitted to conduct the same activity as the parent company.
- Business Category: Food, beverage, and retail. Company has to legally obtain food shop license and have a permit for importing food products. (\*if Real Beauty branches out to sell natural cosmetic goods, it also needs a cosmetic retail permit).



## Singapore Analysis - Economy

- Economy based on **international trade** and **international finance.**
- The **market is the 2<sup>nd</sup> freest** in the world (2018 index) due to its open and corruption free environment.
- One of the **highest foreign investment.**
- GDP per capita is \$57,495 as of 2017 and is showing growth compared to the past two slightly stagnant years. The annual growth rate of Singapore is 2.6% which is lower than the previous record of 4.1%
- Singapore dollar (S\$)
- 2nd place in Economic Freedom (US Heritage group)
- **2<sup>nd</sup> Place in Stable Country Economy** (World Bank)



	2013	2014	2015	2016	2017
Population (million)	5.4	5.5	5.5	5.6	5.6
GDP per capita (USD)	56,381	57,068	54,911	55,163	57,495
GDP (USD bn)	304	312	304	309	323
Economic Growth (GDP annual variation in %)	5.1	3.9	2.2	2.4	3.6

## Market Analysis – Distribution Channel

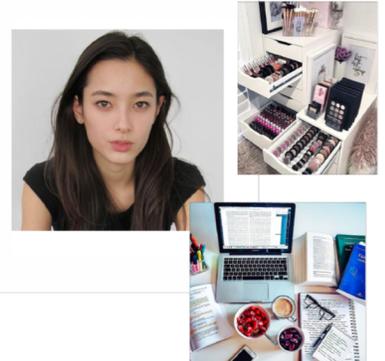


## Market Analysis – Target Market

### Market Segments

- Female Beauty Followers** – Busy Millennials (aged 22-36)
  - interested in self-care and clear glowing skin.
  - expected to make the most purchase in everyday occasion to ensure that they have better skin and destress through teas and juices sourced from natural materials
  - Resides in urban area
  - well influenced by celebrities and influencers
  - sensitive to trend
  - well educated

**Name:** Jessica Liu, 26  
**Marital Status:** Single  
**Education:** National University of Singapore, Architecture Major  
**Job:** Assistant Designer at a design firm  
**Income:** \$40,000  
**Location:** Singapore, Singapore  
**About:** Jessica is a young interior designer in Singapore full of diverse cultures and trendy eateries that she loves. She commits to a healthy lifestyle, loves tea, and working out. She attends beauty workshops and her style is emphasized around natural aesthetics.



## Market Analysis – Target Market

### Market Segments

- Affluent Fitness Goers** – This group is office workers aged (30-45)
  - busy but affluent
  - city office workers
  - willing to invest in themselves after being in a stressful work environment.
  - well educated
  - no time for proper meal leading them to be interested in supplements

**Name:** Olivia Chen, 35  
**Marital Status:** Married  
**Education:** New York University, Economics Major  
**Job:** Global Finance Analyst  
**Income:** \$80,000  
**Location:** Singapore, Singapore  
**About:** Olivia is a successful professional in Singapore. She travels a lot and is busy, often skipping meals and sleep. She makes sure that she takes supplements to keep up with her immune system. She loves fashion and her style is emphasized around practicality and modern aesthetics. She likes to eat healthy with her husband.



# Store Concept Board

## Market Analysis - SWOT

**S**

- 1. Positive Perception of a US brand
- 2. Natural and Herbal remedy aligns with Asia's traditional medicine culture
- 3. Upscale and stylish design unique to the market usually for elder generations
- 4. High price point for Singapore's wealthy who seeks value in high cost.

**W**

- 1. New brand name to a brand sensitive culture
- 2. Small range of products
- 3. Thorough explanation needed to explain the high pricing
- 4. Fluctuating price fresh produce and herbs affecting profit margins

**O**

- 1. 9-10% of market expansion predicted
- 2. High rate of tourist for international brand recognition
- 3. More affluent Singaporeans seeking health supplements
- 4. Growing workforce of trendy young adults

**t**

- 1. Ending as a short term hype in the market
- 2. Possible imitation of local brand at a cheaper price
- 3. Maintaining consistent flavor for fresh juices
- 4. 200 preexisting retail outlets with heavy fanbase



## Recommendations — Marketing Communication

### 1. Influencer Marketing

Work with Singapore's Key beauty influencers (Nicole Chang Min, Cristabel Chua) who creates review videos and hosts beauty shows .



#### How?

- Sponsor Products by contacting influencer management agency. Offer product details and benefits.
- Hire professional cameraman to create a stylish promotional video featuring the influencers to post on their YouTube account or social media.
- Meet and Greet Event for the influencers and their followers sponsored by the brand. This can be live streamed on the influencer's account + brand social media account

Sample Collaboration work between Reebok + Influencer KOLEEN DIAZ



Sample Post by Blogger @TaylrAnne + Brighland Olive Oil

## Recommendations — Marketing Communication

### 3. SOCIAL MEDIA AND E-MAIL MARKETING

- Engaging and informative materials designed to be read like a magazine on mobile.
- Aims information craving and mobile addicted young consumers
- Opt-in Mailing system Implemented on the retail site
- Feature beauty tips, product description, and healthy recipes using seasonal produce in the region!

Successful online catalog samples from Anthropologie &Free People



## Recommendations — Marketing Communication

### 2. NATURAL EXPOSURE TOWARDS THE MARKET

- Sponsor fitness instructors in Yoga, Pilates, and gym studios.
- Provide 15% discount for employees of fitness/wellness centers.
- Gather community of insiders through above tactics + elevate brand image with professional's endorsements
- Target studios popular with women (who are likely to purchase based on third party recommendation)

#### STUDIO LISTS

1. Freedom Yoga  
Loft style studio with communal area to display products. Luxurious and popular to women.



2. Pure Yoga  
4 locations targeting working professionals. Lounge, daybeds, food and drinks bar for product display.

3. Philip Wain Health & Beauty Club  
Women only gym and spa. Located near orchard road close to the retail location



## Recommendations — Marketing Communication

### 4. DISCOUNT EVENTS FOR OPENING STORES AND HOLIDAYS

- Store Opening Week discount
  - Free sample tea bags for first 50 customers
  - 15% for the opening week
- Bring your bottle discount (\*10 cents off for bottles returned to store)
- Christmas gift sets curated at a special price.

Example)Green Goddess Starter Set

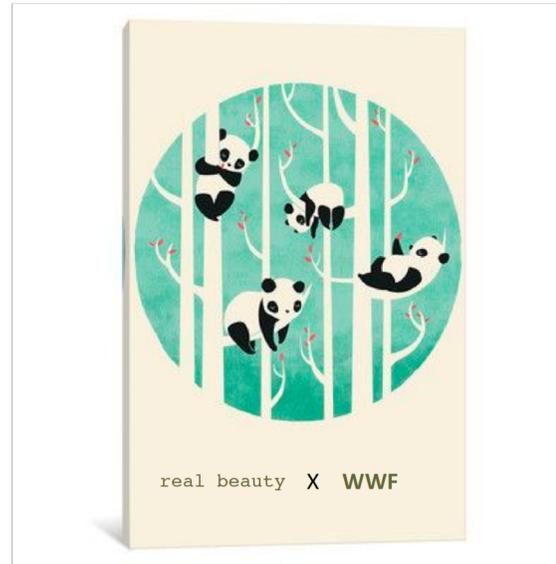
Content in the set: 5 Juice coupons + Green Tea Extract Detox Pills Gift Set



## Recommendations – Marketing Communication

### 6. SOFT SELLING/LOCAL CHARITY (CSR)

- Perfect way to solidify the natural/nature sourced brand image
  - Give back to nature!
  - Strike the balance of conducting a business in the country and being a good corporate citizen by getting involved with the organization
  - Design products that is themed on a certain charity issue
- Ex) Bamboo Green Tea – donate to panda protecting charity work operated by WWF in Asia
- Sponsor events by catering drinks for the following organizations



## Recommendations – Marketing Communication

### 4. BRAND VIDEO MARKETING

- 30 second stylish brand video to introduce the brand to the market.
- Emphasis on model's glowing face and natural green leaves.
- Posted and shared through mobile heavy media sites such as YouTube or Facebook
- Video trend at infancy stage in Singapore -> helps with differentiation



### 5. FREE WORKSHOPS AND SEMINARS

- Utilize beautiful store space to draw in potential consumers for events and workshops
- Events could consist of soy candle making class with essential oils, herb tea making classes, and beauty lessons.
- Draw admission tickets raffle on social media or pick consumers based on purchases made.



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