**Marketing Plan: imMACulate Beauty Box (Part 2)**

Nicole Afanador, Tiffany Reyes, Barbara Sydne, Lucia De Los Santos, Giselle Davila

Palm Beach State College

MAR4802: Marketing for Managers

Professor Amanda Stout

June 28th, 2021

**Target Markets**

 (Lucia) The brand Mac Cosmetics is notorious for being a multicultural company due to its appeal to multiple ethnicities and age groups. M.A.C. primarily targets generations Z and Y. The imMACulate subscription box is targeted towards Generation X. Gen X is composed of working individuals born between mid 1960’s to the early 1980’s. Data shows a rapid increase in the number of working women, therefore the demand for M.A.C. products have been skyrocketing since most of its users are women. Unlike other cosmetic brands, M.A.C. is recognized for their ability to provide products for a wide range of skin tones, and skin types. The brand is technology driven and uses online platforms to market their products effectively. Creating a strong online presence has successfully marked the profit generation for M.A.C. The marketing environment is both diverse and professional. M.A.C targets generation Z and Y with the vibrant color shades, high contrasts, and high saturation within the makeup products and advertisements. The makeup collections even collaborate with celebrities, influencers, and personas that this age group admires or follows via social media. The biggest advantage about targeting such age groups is that they are social and technologically driven. The Internet, social media, and mobile applications are the greatest tools for organizations to reach out to their customers. Social media is an example of successful marketing because many of M.A.C. products have become “viral” by one simple post. Release dates for important products, a personal review of a product by a famous influencer, are all reasons why social media is used to target the market.

 **Ideal Customer**
(Tiffany) M.A.C. is globally recognized for its top-quality products and a range of loyal customers. According to Snapshot.com woman under the age of 24 are 54% more likely to shop at M.A.C then woman that are between ages 45 and 54 (2019). After conducting some research and development M.A.C came to a decision to market imMACulate subscription box towards generation X. M.A.C identified woman between the ages of 44 and 54 as an underserved market not only within their business but in the cosmetic industry as well. Age diversity is important for all beauty consumers across the board. According to Premiumbeautynews.com “64% of Gen X women and 74% of Boomer women feel that older adults are underrepresented when it comes to beauty advertising. Across both age groups, more than 70% of participants said they would be more likely to shop from brands that showcase people of a variety of ages in their ads - and 76% of Millennial respondents (aged 22-38) agreed” (2019). Therefore, M.A.C’s primary target market is generation X woman of all ethnicities with an average income of $90k-$100k. M.A.C also established that the average M.A.C customer makes between about $100k a year which results in M.A.C targeting customers with a little lower salary to expand the subscription box into a broader segment.

(Lucia) By targeting this core generation, M.A.C. can maximize profits quicker and smoother by reaching an underserved market. M.A.C. has a net worth of more than a billion dollars and without a doubt one of the main aspects behind its huge success is its marketing strategies. M.A.C. targets “peacocks”, they are self-focused individuals. They tend to be at the center of attention and this characteristic can be recognized also from the places they visit, the brand of clothes they wear, or the topics they are passionate about. Male “Peacocks” have certain macho traits, and in most cases of female Peacocks, diva behavior is extremely apparent. They aspire to maximize their potential within their careers and have a “no give up” mindset. They think that if one experiences failure, he/she should keep trying and never give up. This will display a feeling of self-worth, determination, and respect for the generations of women before and after us. M.A.C. is aware of the struggle’s customers face when growing up in the real world.

(Lucia) The diversity in M.A.C. products include younger generations as well. Although many college students do not have a lot of income, they prefer quality over quantity when shopping. When they find a specific brand that meets their needs, they become loyal to it. This age group follows fashion, and their choices are often influenced by trends. Among many factors behind M.A.C.’s success, identifying the correct target segments plays a huge part. Undoubtedly, this brand will continue in their path and will keep making their consumer’s lives even more pleasing while gaining the generation X demographic.

**Market Segment**

(Tiffany) “A target market is a set of individuals sharing similar needs or characteristics that your company hopes to serve” (Hubbard, 2019). (Lucia) M.A.C segments its market based on identity, attitudes, lifestyle, brand loyalty, and price. Age becomes a factor in terms of the fun, witty, consistently innovative colors that M.A.C produces. The brand is marketed globally, therefore geographical issues do not occur. Due to their wide range of shades for various skin tones, M.A.C. can market in numerous regions of the world. Individuals from almost every part of the globe can see an advertisement on a M.A.C. product and go purchase it at their leisure. The brand markets to clients that are not sensitive to price if the product quality is worth the cost and high in value. The target market will exclusively regard branding, lifestyle issues for example can become a factor when marketing. The main target will have to exclude women in rural regions, due to religious and cultural reasons. M.A.C. will focus marketing within suburban and urban areas. The brand is exclusive and “luxurious”, however almost every local mall consists of a M.A.C. store enabling a wide range of customers. The product is available to any consumer, due to its popularity and trustworthy reputation.

 (Lucia) The goal for the imMACulate subscription box is to enhance beauty, deliver confidence, and physical attractiveness to a consumer’s doorstep. The products allow users to create their personal version of beauty, their unique image. M.A.C. targets its market, which is their tactical approach to generating a marketing mix for a targeted market segment and loyal customers. Therefore, this greatly contributes to the organization's success. The most unique part of the brand's marketing towards generation X is that it makes the promotion, pricing, and distribution of the products simpler and more affordable.

 (Nicole) SWOT Analysis

(Nicole) **Strengths**

-       **Addition of New Subscription Box:** imMACulate subscription box will allow for an exclusive makeup subscription box since it contains only M.A.C products and special collaboration pieces from other makeup companies. This can provide new revenue to the company and add a different experience to their customers.

-       **Professional Help:** Customers can receive help and advice from makeup professionals. Without bombarding their consumers, these professionals can offer their services either in-person or virtually. Their expertise eases the customers minds and provides them with a positive experience.

-       **Freedom to Explore:** M.A.C lets their customers figure out what kind of makeup they would like instead of telling them what they should buy. The imMACulate subscription box reinforces this belief by giving their customers a variety of M.A.C makeup to let them try and experiment with. This allows their customers to develop their own opinion about the product and share it with others.

-       **Back- to -M.A.C Program:** This program allows their customers to take their empty makeup bottles back to M.A.C to achieve their commitment to help the environment with this recycling program. When M.A.C members return more than 6 containers, they can choose a makeup item up to $18.50.

(Nicole) **Weaknesses**

-       **Price of Products:** The price point of M.A.C’s makeup is considered to be high compared to their competitors’ prices. These prices can scare away customers that are not able to afford the products or push them towards their competitors. The price of M.A.C’s products reflect the high quality product, packaging, and service that comes with each experience.

-       **Scandals:** M.A.C has had to pull a few different collections due to cultural appropriation. Their “Vibe Tribe” and “Mexico-Inspired Rodarte” collections had to be removed and an apologetic statement was made. Their “Vibe Tribe” collection was insensitive towards Native Americans and their “Mexico-Inspired Rodarte” collection had a nail polish color named after a factory where young girls were abused. These scandals have made some customers leave M.A.C and search for business elsewhere.

-       **Animal Testing:** M.A.C does not test on animals, but they work with a company in China who does. Many animal rights activists do not support M.A.C because of their continued partnership with the government in China because they test on animals. M.A.C has never tested on animals themselves and wants to continue to end animal cruelty.

(Nicole) **Opportunities**

-       **New item to Inventory:** The imMACulate subscription box will be able to create more sales which will generate more revenue for the company. This new product will be able to excite M.A.C’s customers and give them the chance to be more involved with M.A.C’s products and how much quality is produced in each item.

-       **Creativity:** The variety of products within imMACulate subscription box will allow ideas and creativity to flow. Customers will be allowed to develop new makeup trends and show off their new looks with confidence that the products will work and be long-lasting.

-       **Delivery:** Due to COVID-19, M.A.C was able to be the first cosmetic company to partner with Postmates to deliver makeup giving M.A.C a competitive advantage. Even with many stores closing and many struggling to come up with a back revenue plan, M.A.C was able to be the first ever to deliver makeup and allow their customers to take their time in quarantine to feel safe in the exploration of makeup creativity.

(Nicole) **Threats**

-       **Revenue:** Will the imMACulate subscription box be able to create more revenue? It is important that M.A.C be able to market their new subscription box appropriately in order to create excitement and buzz around the launch date. If the results are negative the new subscription box will need to be removed.

-       **Popularity:** Will the items included be popular with the customers? Other subscription boxes may contain more items or a variety of different items that M.A.C may not offer. This can cause customers to leave the subscription to join a competitor's subscription to receive the better additional items.

-       **Competition:** Other competitors such as BoxyCharm, IPSY, and GlossyBox have different price ranges that puts them in direct competition with M.A.C’s new subscription service. While some are better because they are cheaper, others provide different services to adjust to customers wants and needs, such as being customizable and having 2 for 1 special.

 (Tiffany) A competitive advantage differentiates itself from its competitors. “It contributes to higher prices, more customers, and brand loyalty. Establishing such an advantage is one of the most important goals of any company” (2021). M.A. C’s imMACulate subscription box is exclusive to solely M.A.C products. Creating a subscription box that features only M.A.C products gives the customer the opportunity to create looks that will match perfectly. M.A.C’s competitors such as Boxy charm and Fab Fit Fun feature products that consist of various products from various brands. M.A.C’s imMACulate box consisting of solely their brand will provide customers with services that our competitors cannot duplicate. M.A.C’s customers will have access to M.A.C’s personal services such as the online chat on the website and the suggestions M.A.C will provide considering they know their product best. Our competitors using multiple brands in their subscription boxes does not allow customers to gain knowledge from a brand professional. M.A.C will provide the customer with an opportunity to create personal relationships with the M.A.C brand through personal communication and creating different looks with solely their products. Essentially M.A.C is saving the customer from the confusion of figuring out what brand or product works with what.

 (Tiffany) M.A.C’s upstream channels involve taking advantage of its social media presence. M.A.C’s overall social media traffic is about 3.36%; 51% YouTube, 18.3% Reddit, 11.3% Facebook, 8.6% Instagram, and 5.7% Twitter (Maccosmetics.com Traffic Ranking & Marketing Analytics). M.A.C will revamp their social media presence with innovators that appeal to the new target market. Creating partnerships with older celebrities such as Kate Hudson, Halle Berry, Jennifer Lopez, and Gabrielle Union will grab the attention of woman in M.A.C’s new target market. Creating partnerships with celebrities that M.A.C’s target market can relate to is a key to creating a positive customer relationship between the brand and the consumer.

(Tiffany) M.A.C will take advantage of the newest social media platform; TikTok and give influencers an opportunity to promote M.A.Cs imMACulate subscription box on the platform. “TikTok is available in over 150 countries, has over 1 billion users, and has been downloaded over 200 million times in the United States alone” (Doyle, 2021). According to Doyle “If your brand’s target audience includes anyone between the age 13 and 60, you should be on TikTok right now” (2021). M.A.C plans on partnering with influencers who will create content with products featured in the imMACulate subscription box on different platforms of social media such as TikTok. Ultimately, TikTok and influencers will promote M.A.C’s imMACulate subscription box by creating looks featured in the imMACulate subscription box for all viewers among the platform. A partnership with influencers would maintain M.A.C’s current target audience while reaching its new target audience given social media platforms like TikTok already have access to them. According to Digitalinformation.com “28% of TiktTok users from the United States and the United Kingdom use it for new ideas, and 24% visit the platform to learn how to do new things” (2020). The key for influencers is to reach the segment gen X that is seeking new looks and creative ideas.

(Tiffany) Influencers such as Dominique Sachse, age 40, has a following of over 1.5 million followers predominantly due to her beauty tutorials. Risa does Makeup also known as Risa Flashner has an immense amount of credibility due to her 20 plus years of experience as a makeup artist on platforms. These women have already made a name for themselves on YouTube, TikTok, and Instagram and believe in what M.A.C stands far. Secondly, M.A.C will keep their partnership with BirchBox. BirchBox currently provides customers with over 800 brands in their subscription boxes. After BirchBox introduced 50 M.A.C products to customers it became their best-selling brand. Eventually BirchBox increased their M.A.C inventory to include 200 various M.A.C products. This partnership gives M.A.C the opportunity to reach a totally different customer that approaches the brand in a totally different. It only makes sense to continue this partnership to build success with BirchBox’s subscription boxes while navigating new customers towards the imMACulate subscription box.

(Tiffany)M.A.C intends on adding Geodis SA to its supply chain for the transportation and logistics of the imMACulate subscription box. Geodis SA provides services such as distribution, freight forwarding, flow management, as well as transportation services. They are a worldwide service that can provide M.A.C with various warehouse locations, transportation of goods, e-fulfillment, and customer delivery. According to Geodis “Our complete suite of integrated digital and physical solutions for e-commerce logistics ensures that our clients can always provide the personalized delivery experience their consumers have come to expect when ordering on-line, locally or internationally” (n.d).

**Market Void**

(Barbara)In the world that we live in today, people are so focused on their appearances, being perfect in how they present themselves. That is why the availability of makeup is a necessity that many cannot ignore. In the last few years, the making industry has seen massive growth as people become more driven to use makeup. In 2018, the cosmetic industry grew by 5.5%; the only time they experienced a decrease in their growth was in 2020, caused by the pandemic globally. One of the greatest cosmetic industry organizations is the Markup Art cosmetics, better known as M.A.C. They have dominated the cosmetic industry for years and continue to surprise their customers and the market. They have the advantage of having brand awareness across the globe with their several presences (M. Ridder, 2020). They also experience weaknesses and voids within the market that can be controlled and managed with proper strategizing. To better understand this, we will be looking at the different causes of the void within the market.

(Barbara)Having started in the 1990s, the M.A.C has maintained its market and even expanded to greater heights. Even then, it does not mean that M.A.C is not faced with different problems on the way. One of the greatest issues that have caused a void within the market was the pandemic hit in early 2020. With the COVID-19, several things changed, other industries completely shut down. The pandemic necessitated that many countries experienced lockdowns and shut down of major outlets and business entities. With the cosmetic industry, they were no exception. When it comes to the M.A.C customers. A major part of them is in the modeling and fashion industry. The sector requires that people interact; they report to work often and make productions within their fashions. The lockdown meant that no gatherings could be down, which led to the shutdown of the fashion galas, any modeling gigs, and even people's everyday movement (Mann, 2020). As mentioned earlier, a big percent of the population relies on makeup to present themselves in the world daily. That includes reporting to work, going to school, going out for entertainment, and attending outdoor events like galas and awards, among others. All the above formed a market where cosmetics were necessary. With the pandemic hitting, many of these were shut down, which meant that there was not much sale for the products.

(Barbara)It also meant that the products' access became a bit harder within the same aspect, unlike before. While there were the surviving online platforms that offered their products, physical shops could not be accessed in malls. Sometimes, in cosmetic cases, customers prefer to buy them one on one to be sure that they are getting exactly what they need for their skin, especially if it is their first time purchasing a product. With the restrictions, their purchases were inhibited. It also meant that the demand for the product went down, and with that, their supply also reduced as some of the industries had to be closed off as per the governmental requirements.

(Barbara)Additionally, the customer age groups that use cosmetics keep on changing over the years. In the past, it was mainly used by ladies in their late twenties and thirties. Today, even teens have turned to the use of makeup from as young as ten years. That said, even the older people are turning to makeup to glamour up. Therefore while the main target group for the company is Generation Y, there are a lot of people who are left out such as gen X. Given the high competition that continues growing within the industry, this causes a void within the market for M.A.C. they have to work to be within their mission statement of providing for all. Cosmetics range from a variety of products, and they can provide something for everyone. Given their stretch in over 120 countries, they are better positioned to beat their competitors. As the cosmetic industry grows and the demand for the products increases, more companies continue emerging, so they have to make sure that they maintain their status within the market. Generating strategies to bridge the void that they are facing within the market will help boost their sales.

(Barbara)The use of makeup has been present for years, especially in Egypt. While it may not have been as common today, it was still a great deal in the past. It is no secret that everyone wants to appear younger as they age, and one way that this can be helped is by using makeup. There are so many reasons why the world needs the products of M.A.C, as discussed below. The main reason for the use of makeup is so that one can enhance their looks. With the right shade and amount of makeup, they get to look better, more enticing, which increases their confidence. When it comes to feeling perfect, it is a thing that some people struggle with. When they have used makeup, they feel more enlightened, more confident in whatever they are engaging in. Therefore, the product here helps in creating confidence for the users (McLean et.al, 2016). The fact that they feel better after applying makeup increases their self-esteem, hence the boost of confidence.

 (Barbara)Additionally, for the customers, it helps in protecting their skin. If the makeup is being used on their faces, then it acts as a protective layer against any other infection and pollution within the atmosphere. Therefore, the client maintains a look of perfection while protecting their skin from pollution like dust. Generally, the product helps in increasing the wellbeing of the customers. If they are protected from pollution on their skin, they are better positioned to maintain a healthy state. The customers using the makeup have to wash it off. What this means is that they increase their health, as mentioned above. Only this time, it is because of the regular cleansing of the face. The facial cleansing is done daily, which helps in opening up the skin's pores, hence creating healthiness. The products that they offer help a lot of people, especially in today's time and business. When it comes to interviews, business meetings, how one appears is very important, and with makeup, the applicants can ensure they look presentable. Makeup can also be seen as a form of art. Some of the targeted customers use it to help broaden their portfolios when it comes to artistic makeup. Therefore it helps in enhancing creativity and critical thinking for those who are into arts.

**B2B**

**Who is going to be our provider for where we get the box from?**

The make-up art cosmetics will be the provider of the box. They use the birch box for their worldwide customers. Through the innovation, there will be new boxes that will suit the customers’ subscriptions. This innovation will help to welcome potential customers to the cosmetic job. In conjunction with the Estee Lauder Company, they are the partner providers of the box. This company is mandated to providing quality and customer-friendly boxes that will encourage subscription.

On the other hand, M.A.C merged with the company to ensure that they complete the completion that pauses with other companies. Partnership with the birch box is phenomenal because it will encourage the potential customers to the business and venture it the industry. Beauty box subscription success is because of the birch box outcomes.

**Where do people get their beauty boxes made from, and how?**

The people get their beauty boxes are made from the mother company, and the M.A.C is highly involved in making the cosmetics. The company makes the products according to the customer’s needs and preferences. These boxes are made based on the customers that are targeted. In this case, most of the subscribers are people from the age of 25 to 44, making it a beneficial aspect to M.A.C because it has comprehensive coverage of the age bracket. Subsequently, most advertisements and promotions are found in social media, specifically Tik Tok, where most people get the boxes. Tik Tok platform is fundamental in the business since it has many subscribers and many people are present on the forum. However, the growth of e-commerce and lack of acknowledgment from the older customer may lower the sales rate. Covid, on the other hand, has led to the mass shut down of many cosmetics across the world, making it a letdown to M.A.C.

**Where are the business cards being made from?**

Business cards are made from an online platform called vista print, which has proved to be the best business card in many years. The business card is made in sound design, print, and manageable price. The company has made many branches across concerning the cosmetic business, making it convenient for many customers to access the industry. In the case of physical access of the business, a business card is the most appropriate way of getting the service. Furthermore, M.A.C has enhanced its services by providing delivery services to its clients across. In conjunction with post Mate Company based in China, the cosmetic company is based on quality services and ensures that they get proper delivery to their doorstep. Furthermore, seasonal boxes enhance the spirit of the users by encouraging more subscriptions and more potential buyers. Lastly, when the company provides a business card, it helps sell the brand and increases its widespread coverage.

(Barbara)Business to consumer marketing refers to when an organization directs its strategies to reach individual people. That is, their product is meant for individual people. When it comes to M.A.C, their products are mainly meant for individuals who use makeup regularly. That is why their target audience is the age group of 25-44 ages. With their new strategies to overcome the effect of the pandemic on their revenue, they have come up with things like the beauty box.

(Barbara)Nonetheless, they can also fit within the business-to-business market. When it comes to distributing their products, they also rely on other enterprises and set up the establishment to help them sell. Also, direct selling in malls within other enterprises helps them in pushing their sakes and making distributions. They all support the idea of business-to-business entities (Michaelidou, N., Siamagka, & Christodoulides, 2011). When it comes to organizations that deal with fashion houses, they buy the makeup in bulk, which makes it a business system. It is done so that they can then use them on their models.

(Barbara)Additionally, it is a section that they can increase their reach on. The current time that we are living in involves a lot of use for makeup. That means that it has turned into a necessity for several organizations as well. That is why the company should take up business-to-business marketing to increase its market coverage. A good example is when they are using influencers on different platforms. While the influencers use makeup, it is usually to inform the rest of the population to refer to the brand (Hutt & Speh, 2021). Therefore the transaction here is business to business. The company gets to give its products to the influencer, and the influencer is paid while marketing the product. Therefore, they act as a bridge between the product and the consumers.

(Barbara)In conclusion, the company has made major strides in moving forth, like inclusivity within its products. In every product they make, they ensure that it comes in all shades that they can cover all the skin colors in the countries they venture in. with their brand awareness, they stand to make increased revenue and continue developing and growing.

 (Giselle) In the cosmetic industry the number one trend is personalization, “As consumers acknowledge that one size doesn't fit all, personalization is having a transformative effect in beauty, from product to customer retention” (Allen, 2021) and MAC cosmetic wants to capitalize from this new trend with a new approach. MAC cosmetic will take the opportunity of how hot the beauty boxes are in the market. In the past MAC cosmetic build a partnership with Birchbox which succeeded in brand recognition and customer awareness. Beauty boxes offer “a new way for beauty products to get into the hands of curious consumers-and for the marketers to get the word out about their products” (Martin, 2013).

(Giselle) It is due to the benefit that MAC cosmetic will want to branch out on its own. This marketing plan will show where company as a whole (Estee Lauder) stands, its position in the market, show how the industry is doing, where it is headed and how the company will can have a competitive advantage. This marketing plan will also illustrate and elaborate its goals and how it will be attaining them, plus a SWOT analysis to further focus on the area of where most concentration is needed to succeed and the area it can exploit for a continued success. This is essential to forecast MAC cosmetic ambition for imMACulate, MAC’s subscription beauty box.

(Giselle) Currently in the third quarter of the fiscal year overall the company as a whole is improving in sales revenue. By product category, however, Makeup is not performing as well as last year numbers. It is the effects of the pandemic, with a lot of restrictions due to COVID there has not been reason for consumers to wear makeup and go on outing. However, the growth in operating income demonstrates that slowly but surely it will grow again. The region with most sales is the Asian/Pacific area due to their more advance stage of post COVID. The further stages of post COVID the nation goes into the more MAC cosmetics can forecast a change in consumer behavior. The following charts illustrate the third quarter results of product category and geographical region.

(Giselle) In an article by Andrew McDougall it is mentioned that “beauty box subscription have now become a craze all across the world; from the US to France to Philippines…” (McDougall, 2013), it is the first step in customer engagement and further insight into market. Since the subscription beauty boxes will be sold in stores or online, MAC cosmetic can continue to serve globally and can benefit from different region in further post COVID stages.

(Giselle) The company’s main competitors in cosmetics L’oreal. Of course any other brand of makeup or beauty box poses a threat to MAC sales goals but in the beauty and cosmetic industry, L’Oreal has the advantage over Estee Lauder in market shares. L’Oreal is an example of a direct competitor. L’Oreal does have makeup product line some that can be considered the same quality of MAC cosmetics. The following charts show the comparison of the two competitors in the cosmetic industry in their most current state and their forecast.

(Giselle) As is can be seen Estee Lauder is projected to grow in sales revenue as soon as possible. In the makeup product category, MAC hopes to contribute to overall business sales revenue with imMACulate. Although it shows less in revenue the percent change is higher so slowly but surely revenues will increase. One advantage L’Oreal has over MAC cosmetic brings in indirect competitors too. Although L’Oreal does not sell their own subscription beauty box straight from the company, it does have retail stores sell them. This makes Target, the retail store that sell L’Oreal product beauty box, a indirect competitor. In a survey of 440 respondents, there was a 19% of women beauty box subscribers in the US who were considering subscribing to that box sold in Target (Ridder, 2020). That beauty box consists of six different products from L’Oreal brand from haircare to skin care and make up. ImMACulate’s advantage will be that is concentrate specifically in makeup products.

(Giselle) Other competitors include other beauty box brands like Birchbox, Ipsy Glam, and Allure Beauty Box. In the same survey of 440 respondents, these three brands were the highest considerable subscription. Brichbox is at 47%, Ipsy Glam with 26%, and Allure has 22%. The advantage these brands can have over imMACulate is that they have been in the market longer. Birchbox is credited with started the trend when it started in 2010. These brands have a head start on MAC but with the subscription beauty boxes MAC hopes to build stronger customer loyalty by indulging their curiosity and giving the consumer the option to have a monthly beauty box in their doorstep. MAC’s cosmetic intends to meet customer satisfaction by designing imMACulate to customer’s wants. In a survey of 532 women, 47% of them would like a beauty box of four to five items per beauty box and 48% would like an equal mix of sample and full-size products (Ridder, 2020). ImMACulate will engage with customers by introducing new products, classic favorites and what currently trending.

References

Ahmed, A., & Arooj AhmedIam. (2020, September 9). Why Consumers And Brands Use TikTok: 60% Consumers Use The App To Find Entertaining Content, And 34% Brands Use It To Communicate With Customers. Digital Information World. https://www.digitalinformationworld.com.

AFP/Relaxnews. (2019, October 22). Older US women feel under-represented in the beauty industry. Premium Beauty News. https://www.premiumbeautynews.com/en/older-us-women-feel-under,15751.

Animal Testing. MAC Cosmetics - Official Site. (n.d.). https://www.maccosmetics.com/animaltesting?cm\_mmc=Linkshare-\_-TnL5HPStwNw-\_-1-\_-10.

Competitive Advantage - Learn How a Competitive Advantage Works. Corporate Finance Institute. (2021, June 4). https://corporatefinanceinstitute.com/resources/knowledge/strategy/competitive-advantage/.

Content Marketing Follow. (n.d.). Marketing Mix of M.A.C. Cosmetics. LinkedIn. https://www.linkedin.com/pulse/brief-study-marketing-mix-mac-cosmetics-varsha sharma. BPP Learning Media. (2011). Marketing for managers.

Doyle, B. (2021, June 14). TikTok Statistics - Everything You Need to Know [Feb 2021 Update].Wallaroo Media. https://wallaroomedia.com/blog/social-media/tiktok-statistics/.

e-Commerce. GEODIS. (n.d.). https://geodis.com/us/activity/e-commerce.

Hubbard, L. (2019, February 19). Why Is Identifying the Target Market so Important to a Company? Small Business - Chron.com. https://smallbusiness.chron.com/identifying-target-market-important-company-76792.html.

Hunt, K. (2018, July 20). Get Free Makeup From MAC By Returning Your Empty Containers. Green Matters.

Maccosmetics.com Traffic Ranking & Marketing Analytics. Similarweb. (n.d.). https://www.similarweb.com/website/maccosmetics.com/#social.

M·A·C Cosmetics Homepage. MAC Cosmetics - Official Site. (n.d.). https://www.maccosmetics.com/.

Pettibon, K. (2020, December 16). Your Complete List To The Best Influencers Over 40. Busbee. https://busbeestyle.com/best-influencers-over-40/.

The 10 Most Controversial Beauty Brands Of All Time, Ranked. Revelist.com. (n.d.). https://www.revelist.com/makeup/controversial-beauty-brands/7025.

Varsha SharmaFollowProject Management | MarTech | Social Listening | Business Development | Customer Experience | Content Marketing Like67Comment6ShareLinkedInFacebookTwitter0, Follow, & Varsha SharmaProject

Hutt, M. D., & Speh, T. W. (2021). Business marketing management: B2B. South-Western, Cengage Learning.

Mann, J. (2020, October 3). Pandemic takes gloss off beauty sector as makeup sales suffer. 404.

https://newseu.cgtn.com/news/2020-10-03/Pandemic-takes-gloss-off-beauty-sector-as-

McLean, A. L., Stutesman, D., Desjardins, M., Black, P., & de Perthuis, K. (2016). Costume, Makeup, and Hair. Rutgers University Press.

Michaelidou, N., Siamagka, N. T., & Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. Industrial marketing management, 40(7), 1153-1159.

M. Ridder. (2020). Cosmetics Industry - Statistics & Facts

Allen, J. (2021, Jun 18). Cosmetics Business reveals 5 ways that personalisation is changing the beauty industry. Retrieved from Cosmetic Business: https://cosmeticsbusiness.com/news/article\_page/Cosmetics\_Business\_reveals\_5\_ways\_that\_personalisation\_is\_changing\_the\_beauty\_industry/177092#omnichannel

Estee Lauder Companies. (2021). THE ESTÉE LAUDER COMPANIES REPORTS FISCAL 2021 THIRD QUARTER RESULTS. NY: Investors Report.

Martin, T. V. (2013, Nov). Getting the most from Your Subscription Sampling Partnership. Subcription Sampling, Marketing, 38.

McDougall, A. (2013, Jan 9). Beauty boxes transform beauty marketing and e-commerce. Retrieved from Cosmetic Designs: https://www.cosmeticsdesign.com/Article/2013/01/09/Beauty-boxes-transform-beauty-marketing-and-e-commerce?utm\_source=copyright&utm\_medium=OnSite&utm\_campaign=copyright

Ridder, M. (2020). Beauty boxes in the U.S. - Statistics & Facts. Statista Research Department.