(Nicole) Make-up Art Cosmetics or M.A.C was created by Frank Toskan (a photographer & makeup artist) and Frank Angelo (a salon owner), when they became frustrated when they realized most of the make-up their models were using were not photographer-friendly makeup. Once M.A.C was created in 1994, they started to sell to their other photographer friends and models and every customer was thrilled with the turnout. Their makeup line grew to fashion editors and soon M.A.C could be found in the local department store with professional makeup artists who were able to provide knowledge regarding M.A.C products. M.A.C became part of the Estée Lauder company in 1998 and continues to show the makeup industry just how committed they are to providing their customers with professional and top-notch formula makeup. Today M.A.C is being sold all over the world in about 120 different countries. They continue to create new products to keep up with the latest trends, produce about 50 collections each year, and participate in charitable functions.

(Nicole) M.A.C’s mission statement is “To be the world’s leading make-up authority among both professional make-up artists and consumers. To meet customers, need for superior quality services and to provide a secure & challenging work environment for all employees.” (MAC Cosmetics-Official Site, (n.d.)). While working with artists such as Rhianna, The Rocky Horror Picture Show, and more, M.A.C is able to provide high-quality makeup to the everyday consumer. One of M.A.C’s big breaks was when Madonna had requested to have a lipstick that would be able to last throughout her whole performance and M.A.C was able to create the famous ‘Russian Red’ lipstick which sold out everywhere.

Although M.A.C is not famous for one specific makeup item, they are known for their approach to beauty and their ability to have fun while making makeup not only for models but for everyday consumers. They believe “pretty” is boring and want to create out-of-the-box makeup that is different and usable. The company has raised $380 million dollars with their M.A.C Viva Glam campaign to bring awareness about HIV and AIDS. “Now the company is a pioneer in HIV/AIDS funding and the largest corporate non-pharmaceutical giver fighting support for a cure.” (Jacques, 2019). Many celebrities have started to get involved in their Viva Glam campaign such as Lady Gaga, Miley Cyrus, and Ariana Grande. Because of the company’s large support in fundraisers and providing such high-quality products to their customers, their brand has skyrocketed and continues to be a large competitor in the makeup community. According to beautypackaging.com, “Globally, M.A.C enviably sells on lipstick every second, and one eye shadow every three seconds.”

(Nicole) In their research, M.A.C found out that one of the largest issues was that customers were being told what they were supposed to use rather than having the freedom and creativity to choose makeup for themselves. M.A.C allowed just that and encouraged their customers to be spontaneous when it came to new looks and ideas. Not only do they provide knowledge about their makeup products to their customers by going live on social media, having makeup artists on the floor to answer questions in real-time, or making YouTube videos they also are able to provide classes to make up artists and enthusiasts do you get a behind the scenes look when it comes to working a fashion show or even re-creating the hottest trend on Instagram. They are able to listen to what their customers’ needs and wants are and provide for them. This also means that they are big advocates for inclusivity, “We have 400-plus foundations globally, in all different finishes and shades, and are constantly evolving the portfolio to cater to ever-evolving skin needs.” (Matusow, 2020).

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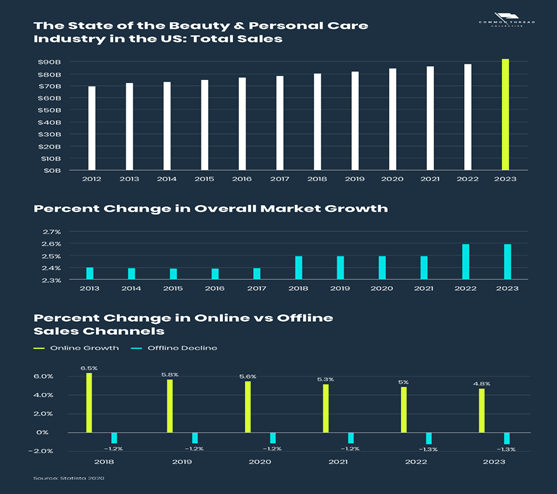
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(Tiffany)In Fall of 2021, M.A.C will enter the subscription service beauty box market. The M.A.C Cosmetics beauty box will be available to order on the M.A.C Cosmetics website. The customer can visit the website and create a profile which will ask a series of questions about their make up preferences. M.A.C Cosmetics will provide the customer with subscription options such as one, three, or a 12-month subscription featuring a beauty box with a variety of unique M.A.C cosmetics based on their personal profile. M.A.C’s beauty box will have subscription loyalty levels acknowledging each segment of customers. The beauty box will include a total of eight items with the option of picking two full sized items limited to a lipstick and M.A.C’s nine color eye shadow palette. The six items featured in the beauty box will be a variety of mini versions of M.A.Cs products such as eye glitter, eye liner, primer, lip gloss, and travel sized makeup brushes. M.A.C Cosmetics plans on providing their customers with an outstanding variety of makeup that will line up accordingly with the newest trends and seasons.

(Tiffany) In 2017, M.A.C Cosmetics partnered with Birch Box by allowing them to feature some of M.A.C’s cosmetics. After the partnership BirchBox became the 9th best selling beauty box in the industry. Unfortunately, in the years to follow BirchBox has dropped to the 11th spot. M.A.C Cosmetics is seeking to expand their business into the beauty box subscription industry due to the successful outcome Birch Box received. M.A.C Cosmetics specifically rolled out this marketing plan to increase their customer base and their profits while providing their customers with easier access to their products during a worldwide pandemic. According to Estee Lauder, M.A.C’s parent company's sales dissolved by nearly two thirds this year due to the lack of access customers had to their stores (Mann, 2020).

(Tiffany) Covid also known as Coronavirus, has caused some issues for M.A.C and the cosmetic industry in general. “In January, MAC Cosmetics, like many beauty brands, was relying on [revamped standalone stores](https://www.glossy.co/beauty/the-state-of-the-standalone-beauty-store/) to create one-of-a-kind destinations for its specific set of shoppers” (Rao, 2020). Unfortunately, the pandemic did not allow M.A.C to do so due to statewide shutdowns all over the world. Secondly, the growth of e-commerce cosmetic sales has been increasing over the years due to the growth of social media (please see Figure 1.0). Many consumers are going on social media networks such as YouTube, Facebook, and Instagram making tutorials and leaving reviews. Consumers Affairs website allows consumers to write compliments and complaints about their experience with M.A.C. both online and in store. Mac has noted this could potentially have a damaging effect on the brand itself.

Figure 1.0

(Tiffany) Lastly, one of the challenges that M.A.C. and many other cosmetic industries face is the lack of acknowledgement received from the elder customer. “Mac’s customer base is widening in age range and their varying digital habits” (2020). M.A.C’s Cosmetics beauty box aims to reach their customers in addition to new customers through social media with their products being delivered at their doorstep in order to keep up with the evolving industry post pandemic. M.A.C’s profile feature will help all audiences feel heard and catered to with their new beauty box.

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(Lucia) M.A.C. 's objective is to present top-of-the-line quality beauty, hair, and skin products. M.A.C. stands for “Makeup Art Cosmetics.” This marketing plan will contribute to the overall objective by implementing a mail subscription channel that includes M.A.C.’s very own superb box of products. Consistently rewarding customers is part of M.A.C. 's ultimate goal of consumer satisfaction. Users will get the opportunity to try new quality products, introduce themselves to an item they may not have chosen otherwise. Seasonal boxes will include holiday editions to enhance the spirit for users. This subscription gives M.A.C. the chance to present popular, forgotten, seasonal, and fan-favorite products. An in-depth review of social media, blogs, and market data will be severely considered when selecting merchandise. Subscription services have spiked globally, according to a statistic the business will grow over $3 million dollars by 2025 (Softcloud, 2020). In the past, M.A.C. and BirchBox attempted a service but unfortunately, sales ultimately declined. (BirchBox, 2021). M.A.C. believes this new version of the box will motivate users to subscribe due to the fact that it will consist of *only* M.A.C. products. The desired outcome is to deliver a monthly box of exquisite items that can be promoted via social media and many other platforms. Specifically, target an audience within the age range of 25 to 44 years old. Subscription box users tend to be between the age of 25 to 44 years old. (ReadyCloud, 2021). For instance, Tik Tok and Instagram are notorious for promoting products through influencers and advertisements. M.A.C. can locate particular famous influencers and give them a box for promotional purposes. According to research, Tik Tok is a rapidly growing phenomenon with 689 million users (Oberlo, 2021). “In less than 18 months, the number of US adult users grew 5.5 times, at 14.3 million adults.” (Oberlo, 2021). Tik Tok is beneficial to M.A.C. because of the broad age range of consumers. Locating influencers with a high following will not be difficult as some Tik Tok videos have reached views of over 100 hundred million. (Oberlo, 2021). The box is intended to focus on continuously satisfying customers with prime products and supporting healthy delivery methods due to the current global pandemic. M.A.C., alongside the rest of the world, was faced with a vicious virus that halted business altogether. Luckily, the world began to heal, and going outdoors was considered “safe” as long as the proper protocol is followed. M.A.C. instantly focused on how to properly and harmlessly continue production. A delivery method, such as this box, is another form of cautiously reaching customers. If the box receives positive reviews from influencers and produces a high demand rate, M.A.C. can boost revenue and reach customers with safe processes. M.A.C. intends to focus marketing on the products chosen within the box. Numerous data such as team meetings, line reviews, and customer feedback will be used to decide the merchandise. This will be a lengthy process, which is why extensive research is required. This marketing plan will assist M.A.C. with a clear path and focus, in rewarding users with cutting-edge product lines. It is a new version of a subscription box filled with *only* M.A.C. products, a recurring present to users. (Lucia)

(Barbara) MAC was started by individuals who thrived in the makeup industry, creating great looks and knowing what consumers needed. The aim was to give consumers what they needed in a holistic yet simple fashion. The brand was meant to cater to the needs of all walks of life irrespective of their skin tone as there was a wide range of shades that could cater to each consumer. The organization's mission statement is to be the leading makeup and among high end, professional makeup artists and consumers. The company thrives on having superior quality products that meet the expectations of consumers at all times. The organization has been able to garner a massive following in a short amount of time that was not anticipated by many would occur within that space in time. Additionally, the organization is well known to be an entity that thrives on continuously adapting and or innovating its products to cater to the needs of consumers across the board. The organization, over time, has been able to increase its brand value and is easily a top-of-mind brand when it comes to make up for consumers and make-up artists too.

(Barbara) The organization is launching the beauty box brand, and it will dominate based on the brand value that the organization has accrued over time. The MAC products are well known to be colorful, bold and packaged to meet the exact needs of the consumers. The beauty box will be made to appeal to the consumers by customizing it to their reference. The organization will engage with consumers by providing them with loyalty and or subscriptions options which is simply the beauty box with unique products from the company. It will have different loyalty levels, which the organization will use to categorize their respective customers.

The beauty box will be made of eight items, and consumers will choose to have the products they want, be it full size or not, and follow trends and seasons in the market. The organization drives its business based on its marketing behavior, which involves low pressure on consumers, being playful by changing up the products every other time and being cooperative with consumers. The organization, through its segmentation strategy, can then use it as its pricing strategy. The company can have multi-segment pricing and focus predominantly on customer loyalty to drive and propel the brand. The complementary products rendered by MAC are part of its pricing strategy and aim to lure consumers and not feel hard-pressed by the prices of the beauty box as per the categorized segments.

(Barbara) The recent pandemic has hard hit many organizations, with MAC not being the exception. Companies have seen a recent downturn in the beauty industry and minimal uptake by the consumers in purchasing the brand. Additionally, the organization has gone through extensive partnerships with bore fruit such as the Birch box, while others have not been as successful. What has been considered detrimental to the organization’s sales has been the recent pandemic. Covid has brought to the fore issues for the organization and the cosmetic industry in general. The organization has been relying heavily on the stores that have been revamped and are typically stand-alone stores created to be unique and appeal to consumers.

With the pandemic, movement was restricted, and as such, the organization could not fully utilize its stores, if at all. The medium through which the organization has been able to propel its business is through e-commerce and social media marketing that the organization had already paid a key focus on and had considerably made gains in that realm extensively. The organization’s use of social media has been predominantly to increase brand awareness and grow sales. Among the significant platforms used are Facebook, Instagram, YouTube and Twitter.

(Barbara) The organization markets its products on the said platforms and shares content, images, and videos that are mainly for marketing the company. It had worked extensively for the brand even before the pandemic when the organization was well known to many and have a higher level of brand recognition. Over time, the organization has fully embarked on e-commerce and created a website whereby consumers can easily purchase its products. Through this, the organization has increased its sales when consumers could not physically go to their stores and purchase items. MAC has equally gained extensive mileage due to the retention of its quality and never wavering in providing the very best for its consumers at all times, which has created immense brand recognition for the organization.

(Barbara) Numerous components underline MAC success, notably that it has continuously prioritized product quality, be it in its products or through collaborations with other companies. Through this, the organization has grown the brand and substantially increased its brand recognition that would have been difficult, more so with the recent pandemic. The high level of brand awareness for the organization allows it to embark on loyalty and subscription programs that would otherwise not have been possible without it. The organization has equally grown its customer base by undertaking the e-commerce platform, which was long overdue.

(Barbara) Organizations such as MAC with extensive brand recognition can quickly oscillate from one medium to the next without denting its customer base. The company has been immensely consistent in its innovation strategies. The same has allowed it to have extensive stamina in an otherwise immensely fragile beauty market that is relatively dynamic and unpredictable, with ease of entry and exit being on the high side. The organization is well known to be an entity that thrives on continuously adapting and or innovating its products to cater to the needs of consumers across the board. MAC has stood the test of time and is expected to remain the same over time by using innovative products such as the beauty box, among others. It is expected to continue well into the long run.

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**Part 2**

(Tiffany)“A target market is a set of individuals sharing similar needs or characteristics that your company hopes to serve” (Hubbard, 2019). M.A.C has made an impact on generations X and Y, generation X consist of working people and generation Y can range from teenagers to college students. 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- 54 (2019). After conducting some research and development M.A.C came to a decision to market their newest subscription box towards elderly woman. M.A.C identified woman between the ages of 44 and 54 as an under served market not only within their business but in the cosmetic industry as well.

(Tiffany)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 woman between the age of 34- 54 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.

(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 new 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 Boxycharm and Fab Fit Fun feature products that consist of various products from various different brands. M.A.C’s beauty box consisting of solely their brand will provide customers with services that our competitors can not 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 beauty 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 new marketing strategy involves taking advantage of their 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 has also partnered with many celebrities such as Ariana Grande, Selena, Rihanna, and Diana Ross. 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 influencers to promote M.A.Cs subscription beauty box. “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 to create content with M.A.C’s beauty box products on different platforms of social media such as TikTok. Ultimately, TikTok and influencers will promote M.A.C’s beauty box by creating looks for all viewers among the platform. M.A.C’s partnership will give TikTok the opportunity to employ more influencers with the additional funds that M.A.C will invest into these influencers. A partnership with influencers would maintain our current target audience while reaching our 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).

(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. These women have already made a name for themselves on YouTube and Instagram and believe in what M.A.C stands far. Secondly, M.A.C will keep their partnership with BirchBox beauty box. BirchBox currently provides customers with over 800 brands in their subscription beauty 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 M.A.C product. M.A.C is seeking to add a coupon incentive in BirchBox’s subscription box that features M.A.C’s products to entice customers to sample M.A.C’s subscription box.

(Tiffany)M.A.C intends on adding Geodis SA to their supply chain for the transportation and logistics of the beauty 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).

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(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 they are 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. Therefore while the main target group for the company is 16-34, there are a lot of people who are left out. 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, we can say 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.

B2C or B2B?

(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 34-54 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. The beauty box is merchandise that contains about six maker-up products that the target audience needs. Therefore, even in their marketing strategies, they focus on the population and each one of them. The main target is the individuals, and their distribution methods do involve the business to consumer markets.

(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. For instance, if one wants to buy a product from M.A.C., they can do so via Amazon. That means that the company has relations with the enterprise so that they help in their sales. 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.

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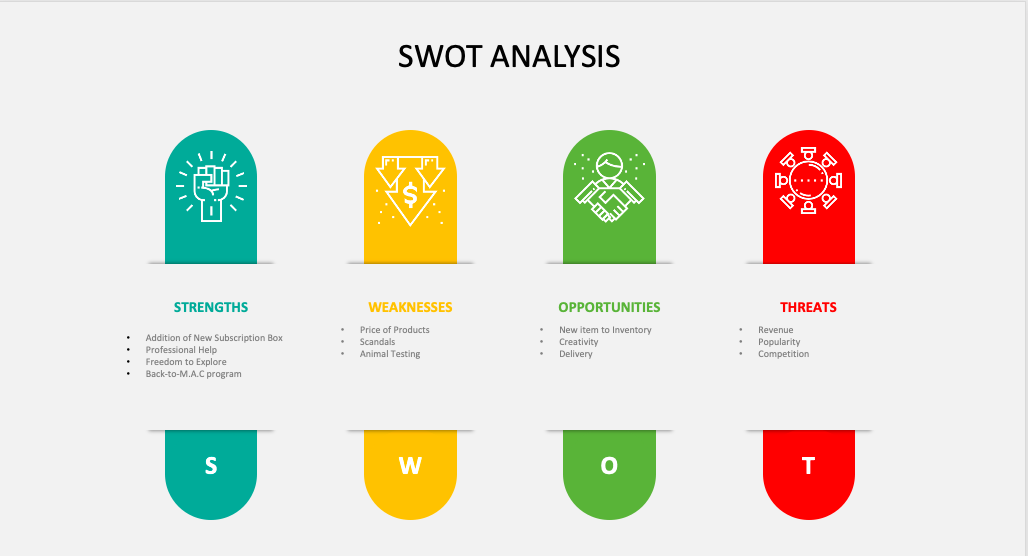
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**(Nicole) **

SWOT Analysis

**Strengths**

- **Addition of New Subscription Box:** M.A. C’s Beauty 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 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 in order to achieve their commitment to help the environment with this recycling program. When M.A.C members return more than 6 containers, they are able to choose a makeup item up to $18.50.

**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.

**Opportunities**

- **New item to Inventory:** This new 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 into each item.

- **Creativity:** The variety of products within the 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 delivery makeup and allow their customers to take their time in quarantine to feel safe in the exploration of makeup creativity.

**Threats**

- **Revenue:** Will the 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 competitors 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 have 2 for 1 specials.

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