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A2 – BUSINESS PLAN



GLAMORA.CO

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1.0 Executive Summary

Glamora.co is an innovative beauty brand specializing in a unique fusion of skincare and makeup products. The brand aims to revolutionize the beauty industry by offering high-quality products that not only enhance beauty but also nourish and care for the skin. Each product is meticulously crafted to address both cosmetic and skincare needs, ensuring customers can achieve flawless makeup while benefiting from the nourishing properties of skincare ingredients.

Our product range includes foundation, concealers, blushes, and highlighters that contain ingredients such as hyaluronic acid, vitamins, and antioxidants, providing hydration, anti-aging benefits, and skin protection throughout the day. Glamora.co is committed to using cruelty-free, sustainable, and dermatologist-tested ingredients, appealing to conscious consumers who care about the products they use.

The brand's target market is diverse, including individuals who are passionate about both beauty and skincare, ranging from young adults to working professionals, with a strong focus on those who prefer multi-functional products. Glamora.co will be marketed primarily through e-commerce channels, with a presence on social media platforms and partnerships with influencers and beauty professionals.

Glamora.co's mission is to empower individuals to feel confident, beautiful, and cared for in their own skin, making the intersection of skincare and makeup accessible and enjoyable.

2.0 Introduction

GLAMORA is a renowned business that specialises in creating skincare and beauty products that are easily and rapidly customised for makeup lovers. With a dedication to quality that is apparent in every aspect, including the selection of high-quality ingredients and the provision of beautiful, long-lasting makeup finishes. By providing products that empower and enrich, GLAMORA aims to preserve the beauty of each individual and bring out the best in each of you. In order to keep your skin healthy, bright, and gorgeously shining, our skincare and makeup collections are made to nurture, protect, and perfect it. GLAMORA blends creativity and style to provide long-lasting effects, whether you're searching for cosmetics that subtly highlight your features or a skincare regimen that encourages a youthful complexion. In our opinion, beauty is ageless, and our goal is to empower you to proudly express it.

From intense skincare treatments to immaculate makeup finishes, every GLAMORA product is the product of careful study and continuous innovation, guaranteeing that every user has a complete beauty experience. The brand's dedication to quality extends beyond the use of high-quality ingredients; it also involves developing goods that are user-friendly and efficient.

The skincare products from GLAMORA are especially designed to defend against environmental stressors and handle a variety of skin issues, from hydration to anti-ageing. Each composition has a light texture that absorbs easily and is carefully chosen to maintain the health, radiance, and glow of your skin. Every product is made to provide a pleasurable experience with noticeable effects since we recognise how important comfort is to a regular beauty routine.

3.0 Purpose

Combining skincare and makeup products is meant to provide a product that cares for the skin and improves its look. The explanation is as follows:

1. Combination of Skincare and Beauty

In addition to giving skincare benefits like moisturising or UV protection, this product produces makeup effects like lipstick or foundation.

For example, tinted moisturisers, lip balms, BB cream, and CC cream.

2. Efficiency in Use

Saves time and steps in the beauty routine. For instance, applying a product that doubles as sunscreen, makeup, and primer.

3. Maintaining Skin Health While Using Makeup

Makeup with skin care ingredients reduces the risk of skin damage, such as clogged pores or irritation.

Example: foundation with hyaluronic acid for hydration or concealer with anti-inflammatory ingredients to soothe acne.