missha is a korean cosmetics brand. this company launched in january, 2000 and their main point is to make their own cosmetics and sell also make franchise companies and this company is mainly for woman. april, 2002 they open their 1st shop in seoul. march, 2004 they opened their 100 shops in korea and they open the shop in america, australia, singapore. december 2004, they owned 254 shops and having over 160 million customers, their profits were 9,500,000 dollars.

this brand's products price is quite a bit cheaper than others for this reasons some people might think that its not a good products than others. in fact this brand is having a good quality of products but they chose the price as a cheap for customers. when every products price went up, this brand was still having a same price and they were advertising so the customers think that they NEED it not they just want it. they want to get rid of the think that this brand is cheap so its bad and they shot the TV advertisements with famous korean models. after that the people started to think that this brand is truly safe and nothing hidden trick. on the other hand their point was to make customers feel that they NEED their products not just want. for examples if u already have 10 lipsticks and u dont want to spend more money on lipsticks but one day you see some advertising with lipstick and it makes you feel that u need it because its showing that why you need and how special it is to have and its very affordable price, why not just give some try.

if you enter to this brand's shops they are very organized and you can test each products out, the cosmetics colours are well pigmented with many choices. as how all the companies want to satisfy their customers with their products, Missha started to offer the extra products to customers called samples.