

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 opened their 1st shop in seoul.
march,2004 they opened they owned their 100 shops in korea
and they opened 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 reason some people might think that it's not a good product 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 product's 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 it's 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 don't 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 it's 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 product 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 and with samples

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