

## Competitors

We have actual competitors which are the already existing and even new businesses which provide the public with make-up and bath products as well.

Some of those companies are:

- Skin Science
- L'Oréal (Local Distributors)
- CoverGirl
- Opal
- MAC

Our competitors are direct competition because there are existing products which are similar to what we produce.

Market shares - \*&\*&\*&

Strengths and weaknesses of competitors - \*&\*&\*&

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## Climate/Context

The climate or macro-environmental factors are:

- Economic environment - business cycle, inflation rates, interest rates.

Business cycle - because some of the ingredients that we require for the production of our line of commodities are not always in season, we are only able to produce in bulk when they are which is seen as one of our biggest disadvantages.

- Social/Cultural environment - society's trends and fashions

## New Product Development

### STEP NO. 1

Internal Sources: Information was obtained from primary data. (Resource and Development)

Assessed: (Scrubs, Masks, Body mists, Lip gloss, and Lip stain)..... {Initial Ideas}

After Assessment: Miracle Beauty Line

(Scrubs, Masks, lip gloss, and lip stain)..... {Final Product Ideas}  
{Body Mist was omitted}

Name of Brand: **Miracle Beauty Line**

Product Names: **Miracle Masks, Long-lasting stain, Divine Scrubs, and luscious lip gloss.**

{Lip stain can also be used as a blush}

### Step No. 2

Idea Screening- Our products are bath and beauty products

### SWOT Analysis

- Strengths

We produce natural products which are healthy to use

Quicker production of the Products

Biodegradable

Packaging is reusable.

The products are portable

- Weakness

No mass production reason being is that we have a minimum labor also because we are a spin off business.

- Opportunity

We attract health conscious individuals as well as eco-friendly persons.

- Threat-Competitors

The Bath and Beauty Products made Miracle Beauty line is capable of meeting MBL'S objectives.

### Step 3: Product Concept

**Miracle Beauty Line of products**

Long Lasting Lip stain

Luscious Lip gloss