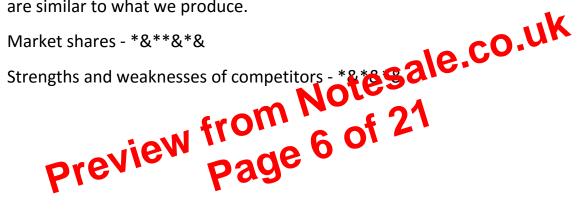
# **Competitors**

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.



# 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

Name of Brand: Miracle Beauty Line

Product Names Wacle Masks

{Lip stain can also be used as a blush}

## Step No. 2

<u>Idea Screening</u>- 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.

### • <u>Threat-Competitors</u>

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

Step 3: Product Concept
Miracle Beauty Line of product
Long Lasting Livetain
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**Luscious Lip gloss**