

A background image featuring a collection of makeup brushes in a textured, light-colored holder. In the foreground, a blue-handled brush with a yellow cap lies horizontally. Behind it, a black eyeshadow palette with various shades of red, pink, and orange is visible. The scene is set on a dark, reflective surface.

# BEAUTY BRAND PITCH DECK

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# Key Executive and Management Team Details

Following slide covers the key executives' details of XYZ Beauty Brand Company which includes images, names, and their positions.



## Name & Title

**John Smith**  
CEO / President

## Bio

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**Lara Paige**  
Vice President Strategy & Commercial Operations

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**Tom Ballis**  
Vice President of Global Creative Operations

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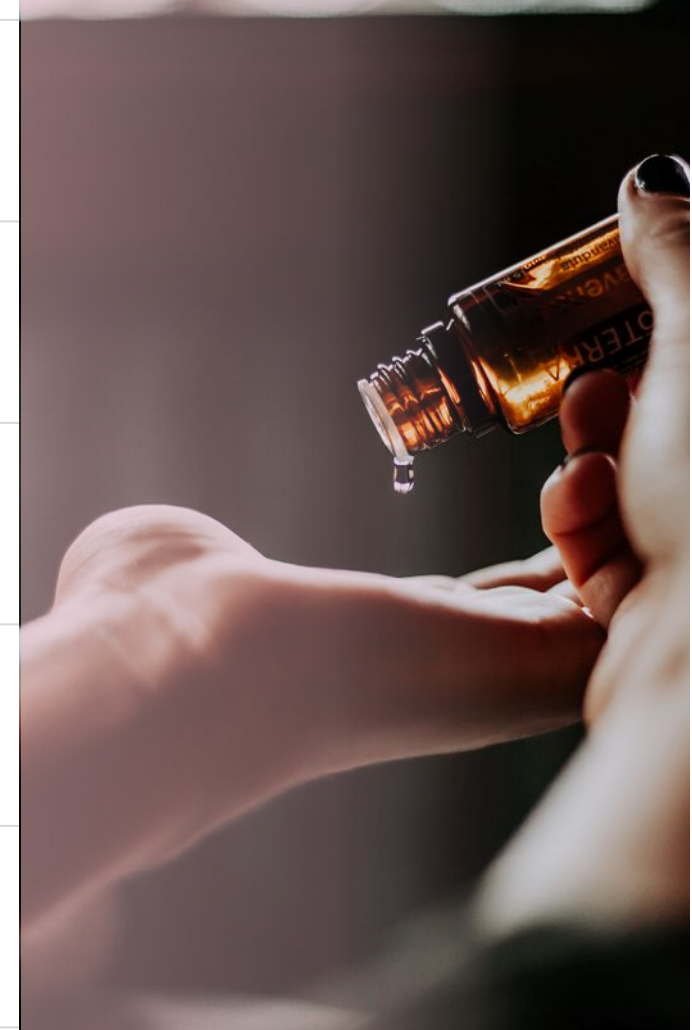
**Add name here**  
Vp Global Finance & Strategy

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**John Smith**  
Vp, Global Consumer Marketing

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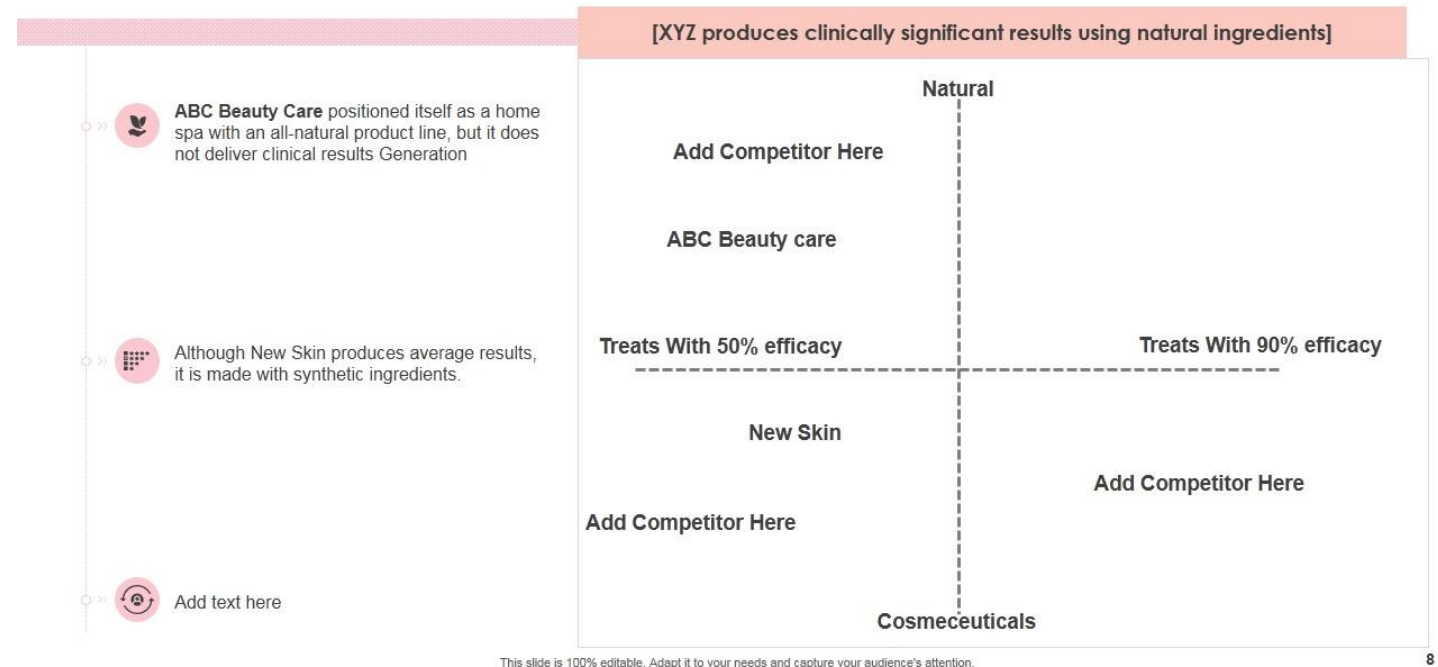
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## Competitive landscape :

- The list of possibilities a consumer could select, not your product, is the competitive landscape.
- The products of your rivals and various kinds of client solutions are on the list.
- A customer could decide to buy a product.

### Beauty & Cosmetics Brand Competitive Landscape

This slide depicts the competitive landscape of XYZ beauty brand which covers significant results in comparison with the competitors.



- Consumer items for cosmetics and personal care are included in the definition of the **"Beauty & Personal Care"** market.
- Cosmetics for the face, lips, skin, fragrances, and personal care items including hair care, deodorant, and shaving cream are all included.
- Hairdressers, professional goods, and electric personal care items are not included in the category of beauty services.

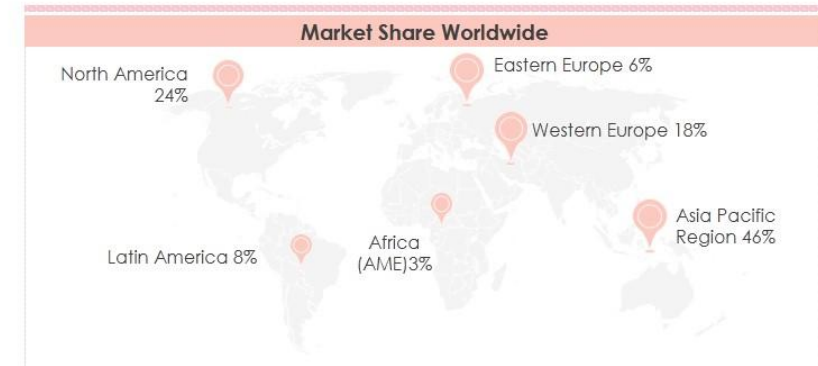
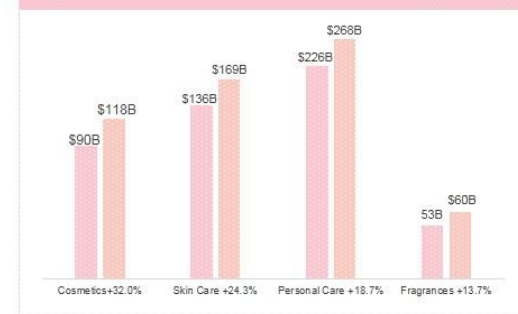
## Beauty and Personal Care Market Overview

Following slide depicts the beauty and personal care market overview. It includes information about worldwide market value, segment revenue, and market share

### Beauty & Personal Care Market Value Worldwide



### Segment Revenue & Growth Rate Within The Beauty Industry



The market share of beauty and personal care products are maximum in Asia Pacific region with 46% share and North America with 24 % share.

Personal care segment revenue has the highest growth rate.

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## Ethical Sourcing :

- An approach to supply chains and sourcing is called ethical sourcing.
- By sourcing ethically, companies mean that they take into account how the products' effects on the people and communities who make them are taken into account when they make purchases from suppliers.

### Ethical Sourcing in Relation to Packaging and Distribution

Following slide covers the ethical sourcing of XYZ beauty brand company which covers the insight of production, packaging and distribution, etc.

Our company's mission is to have a positive social impact. Today, our production operations in Kimbiji, Tanzania, empower the women. Quality control and packaging will be handled by women from at-risk communities by 2022, according to XYZ US operations.

#### Production Location

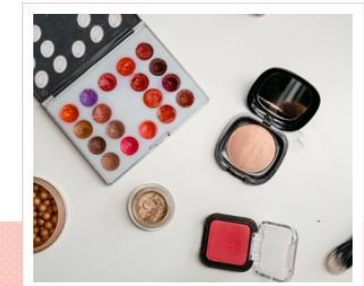
The women Farmers group cultivates and harvests the raw ingredients.  
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XYZ

#### Packaging & Distribution (NY, USA)

The products are shipped to the United States via AGOA\*, where they are quality checked and packaged for the end user.



AGOA: African Growth and Opportunity Act

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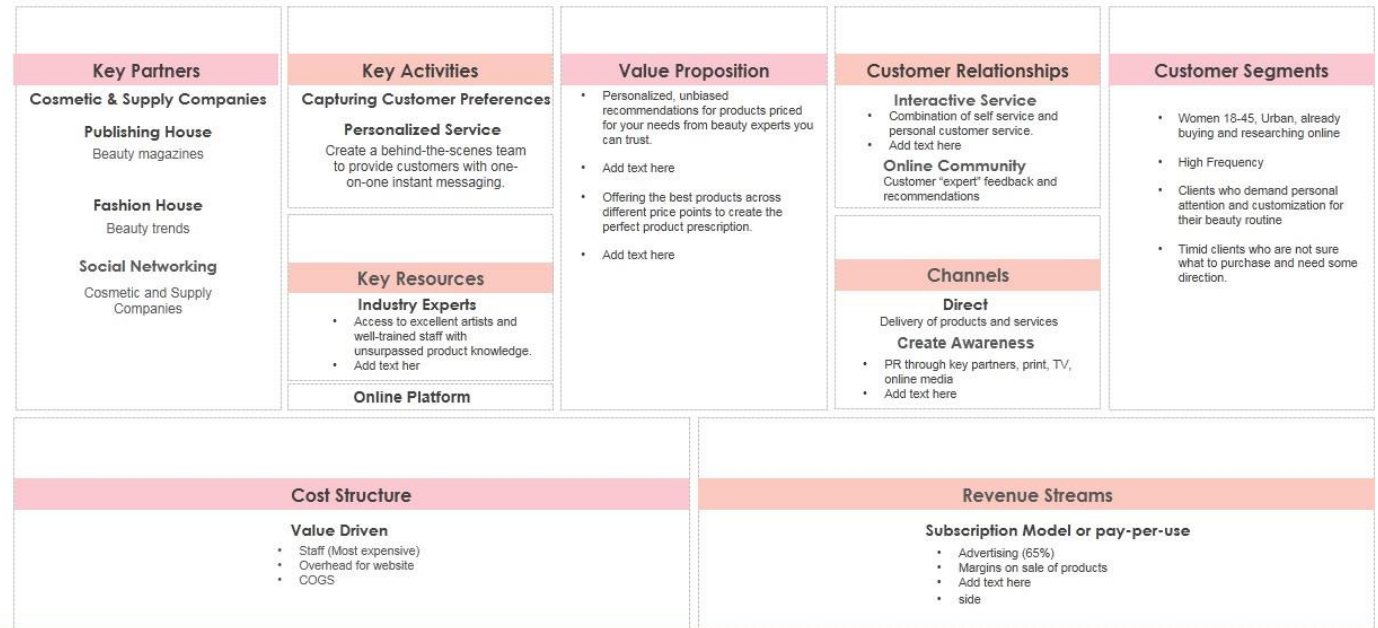
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A **Business model** is the fundamental strategy used by an organisation to run profitably and satisfy clients. The customer value proposition and price strategy are explained by the characteristics of an effective company model. The model defines a company's offerings in terms of goods and services, target customers, and projected costs.

## Business Model for Beauty and Cosmetic Brand

Following slide depicts the beauty brand company business model which covers key partners, key activities, value proposition, customer relationship details, etc.



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Mentioned slide depicts the information about next generation beauty brand. It also includes information about company's hundred percent natural delivery mechanism for treating skincare problems.

## What is the importance of competitive landscape?

- A chunk of content's position may not always be directly related to it.
- The culmination of numerous interactions may have led to that particular outcome.
- Due to the fact that it gives you a thorough picture of all the components that go into a successful Digital Marketing plan, Competitive Landscape Analysis is crucial.



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## What are the different types of ethical sourcing ?

- Long-term captive
- Captive farm
- Wild caught
- Captive born
- Captive bred

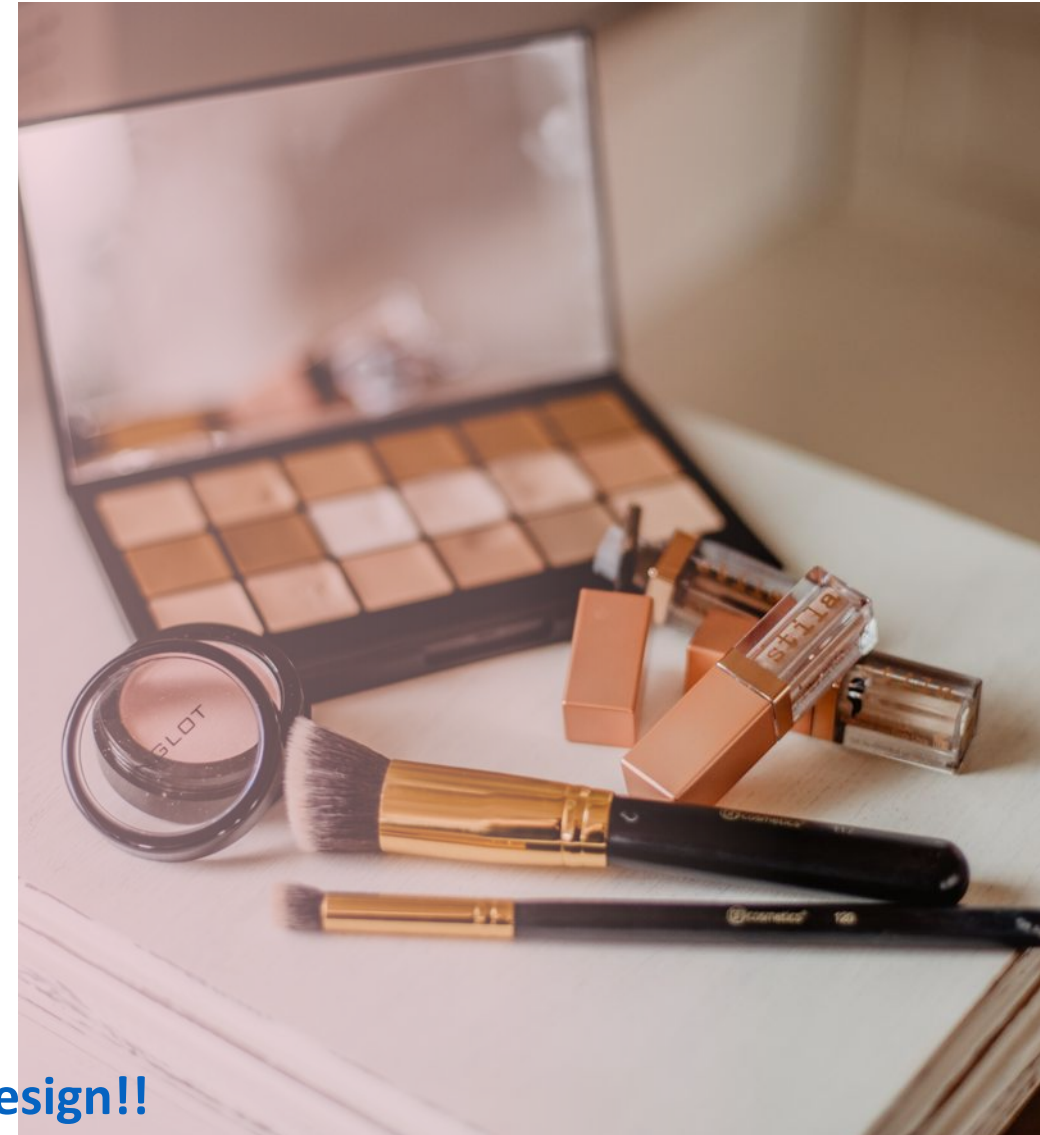
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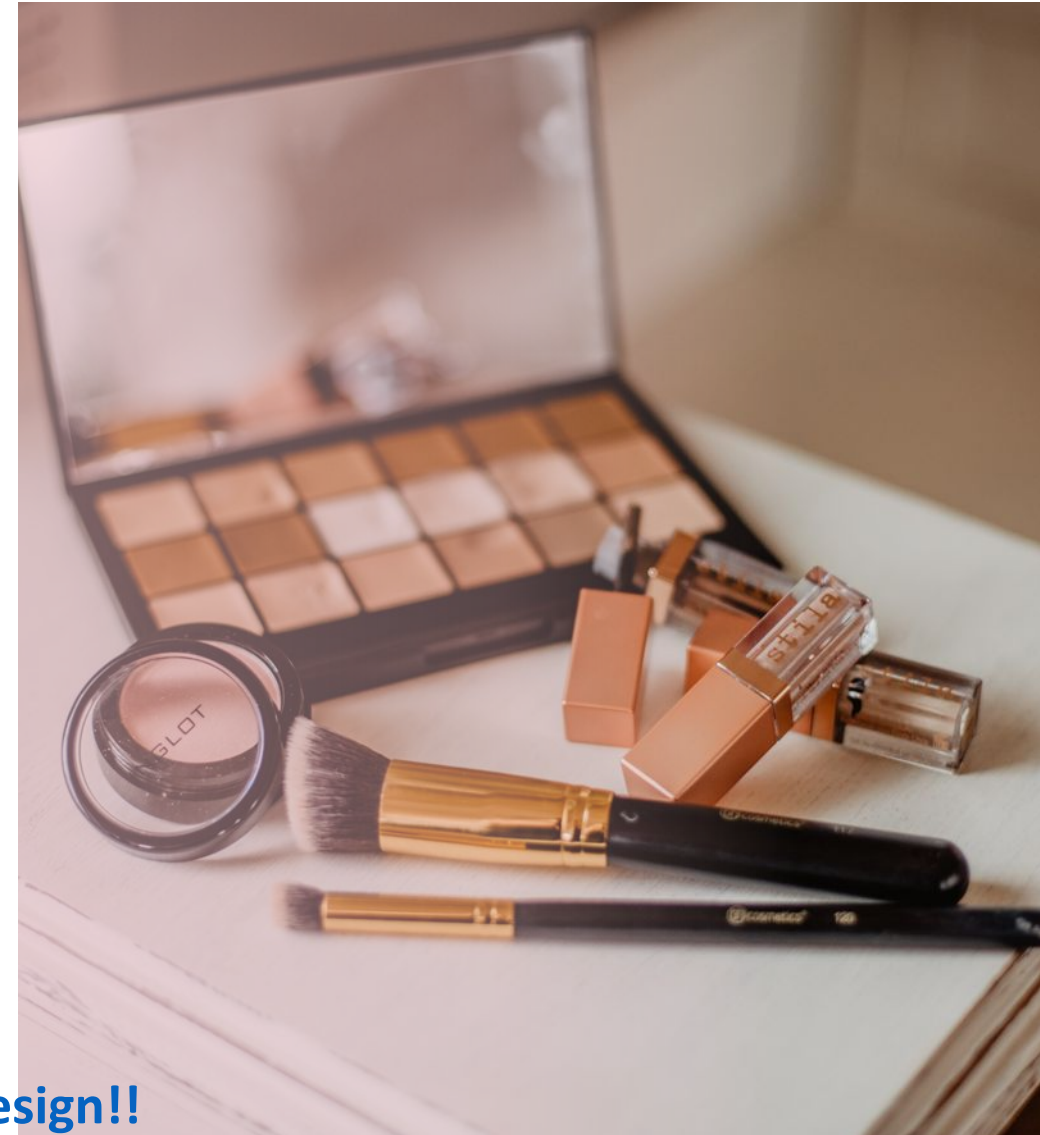
## What are the types of Business models?

- Retailer model
- Leasing model
- Franchise model
- Bundling model
- Affiliate marketing model
- Product -as- a- service model
- Fee-for-service model
- Subscription model



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