

86th Marketing Club

25th Cairo

48th Business Club

Cosmetic Brand Creation & Marketing

Tuesday 11-4-2023

10PM EGY 11PM KSA 12PM UAE

FOUNDER & HOST

Dr. Mahmoud Bahgat



INSTRUCTOR

Dr. Ahmed Kafafy
FMCG Marketing Director



**READY FOR A TRIP
TO EXPLORE
A SUCCESSFUL
COSMETIC BRAND CEATION?**





THIS IS **AHMED KAFIFY**
AND I'VE BEEN WORKING IN
THE BEAUTY AND PERSONAL CARE INDUSTRY
FOR THE PAST **15 YEARS**
CROSS AFRICA AND THE MIDDLE EAST

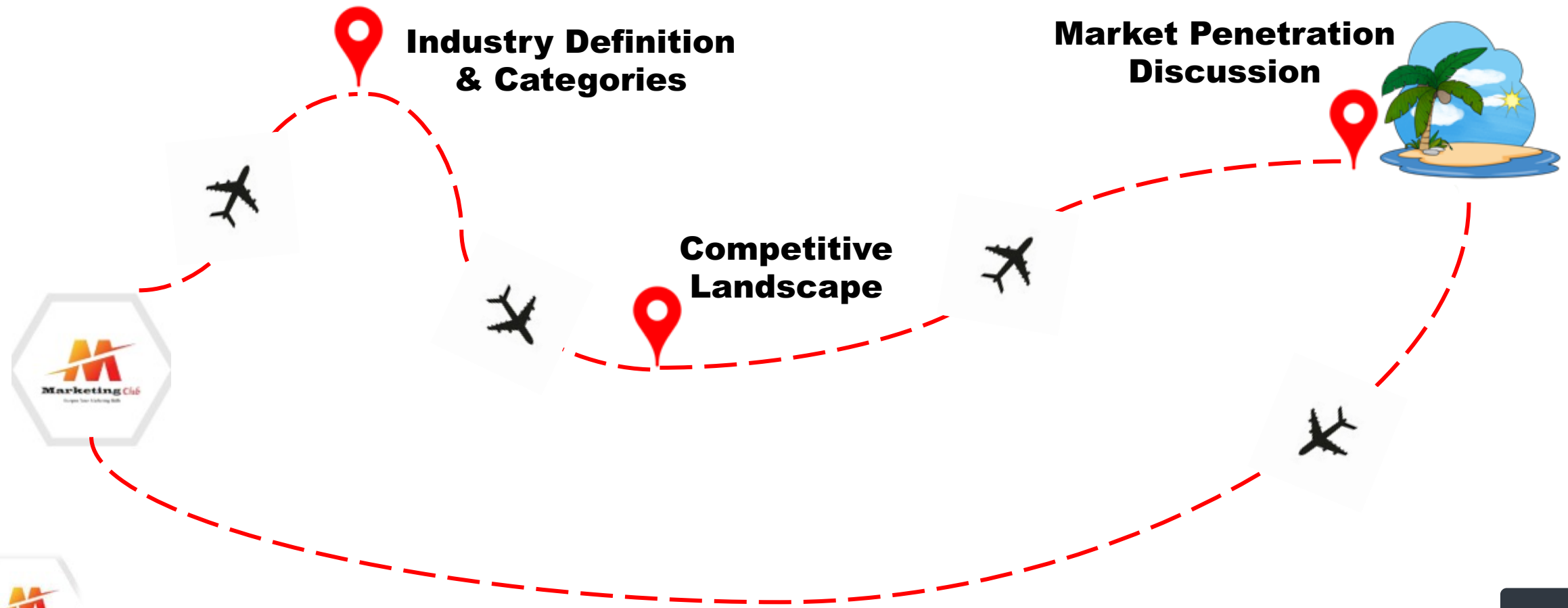




**PLEASE FASTEN YOUR SEAT BELTS
AND WAIT FOR
THE TRIP ITERNARY**



TRIP ITERNARY





BEAUTY AND PERSONAL CARE INDUSTRY

DEFINITION



The beauty and personal care industry refers to the manufacturing and distribution of **COSMETIC, SKINCARE, HAIRCARE, AND PERSONAL HYGIENE PRODUCTS**.

It includes a wide range of products such as **MAKEUP, FRAGRANCES, SOAPS, SHAMPOOS, LOTIONS, AND OTHER BEAUTY AND GROOMING PRODUCTS**.

The industry caters to **BOTH MEN AND WOMEN** and is a multibillion-dollar industry that is constantly evolving with new trends, technologies, and innovations.

The industry includes various players such as **MANUFACTURERS, DISTRIBUTORS, RETAILERS, AND E-COMMERCE PLATFORMS**.





BEAUTY AND PERSONAL CARE INDUSTRY

DEFINITION

Cosmeceuticals refers to the combination of **cosmetics** and **pharmaceuticals**.

Cosmeceuticals are cosmetic products with biologically active ingredients purporting to have medical or drug-like benefits



PHARMACEUTICAL



COSMOCEUTICAL



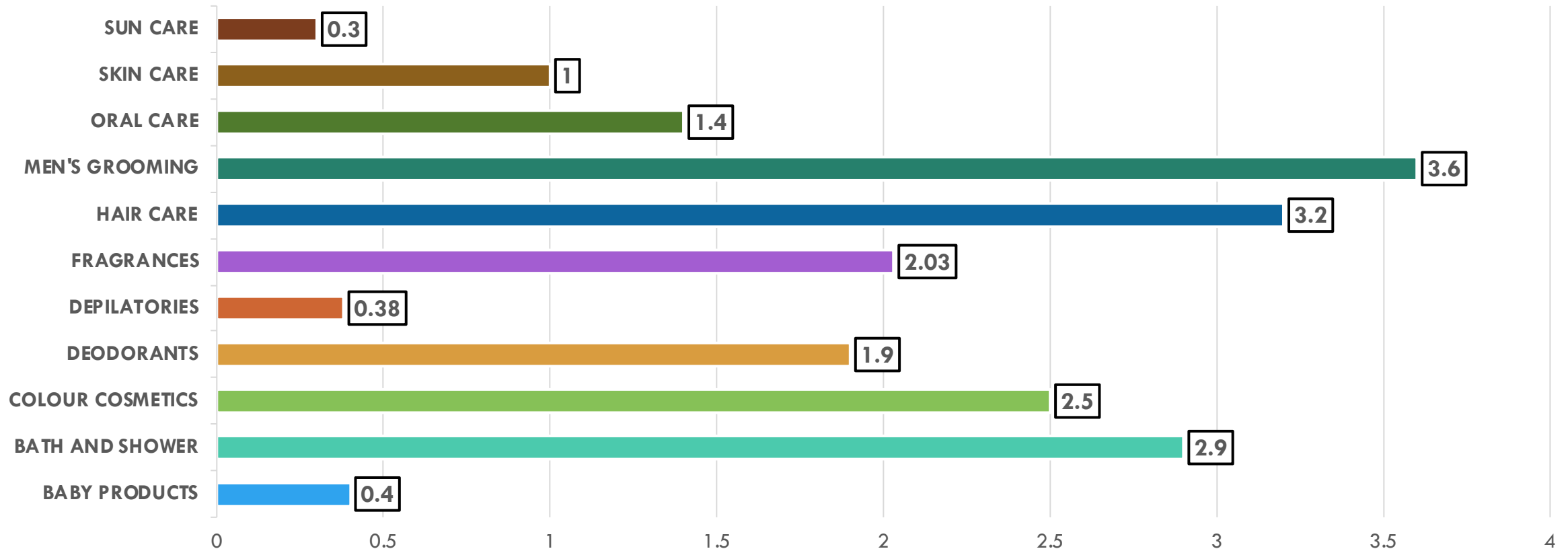
COSMETICS



BEAUTY AND PERSONAL CARE INDUSTRY

CATEGORIES

VALUE: 19.6 B LE

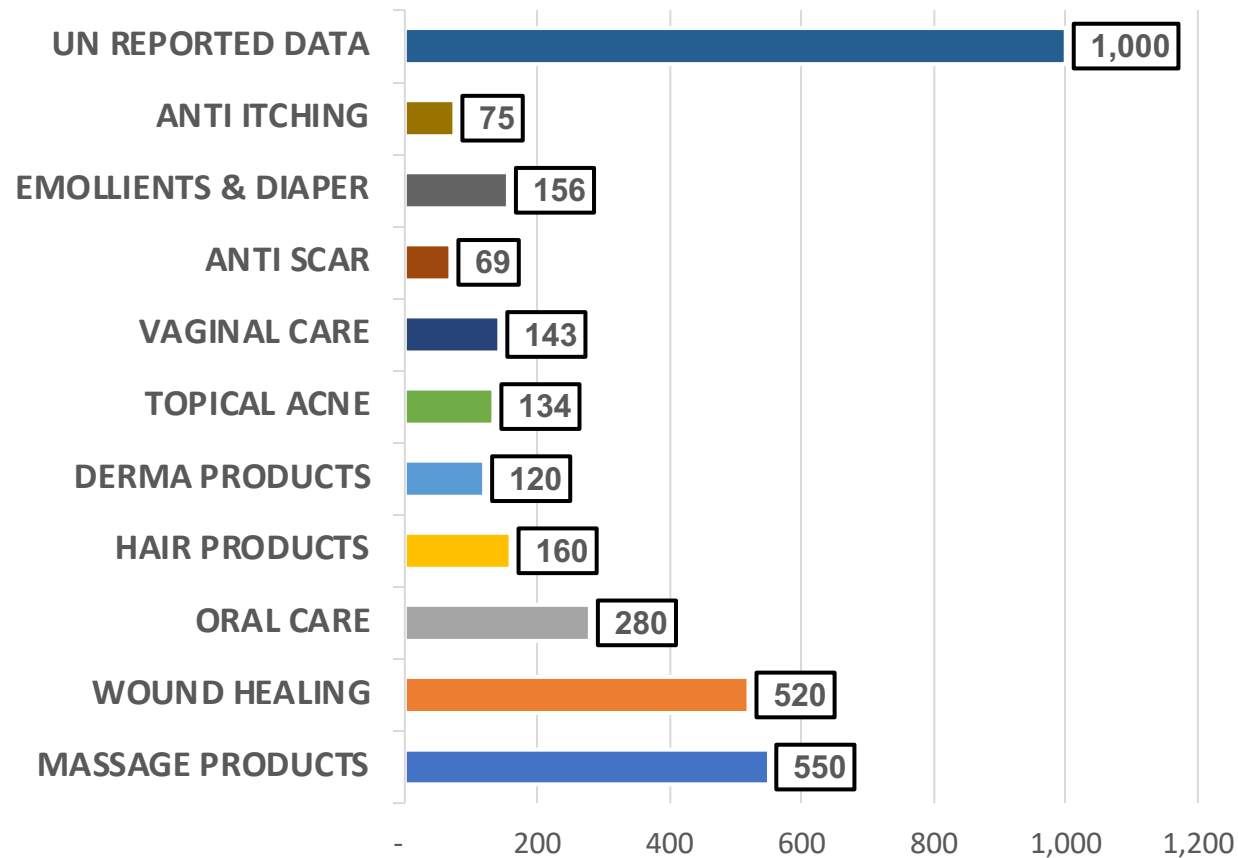




COSMECEUTICAL MARKET OVERVIEW

CATEGORIES

VALUE: 3.2 B LE





BEAUTY AND PERSONAL CARE INDUSTRY

CHANNEL SPLIT



Pharmacies



Modern Trade



Beauty Shops



Online Shopping

70% ↓

20% ↑

10%



BEAUTY AND PERSONAL CARE INDUSTRY

COMPETITIVE LANDSCAPE





COSMECEUTICAL MARKET DEVELOPMENT TIMELINE

2001-2010

- BIO GROUP (Imported Brands)
- Macro Group (Local Manufacturing)

2010-2015

- BIO GROUP – SEIF GROUP – L'OREAL
- MACRO GROUP – HI-CARE

2015- NOW

- BRANDED LOCAL PRODUCTS
(PARKVILLE – INFINITY – HAYAT – CLEO)

**AFTER
DEVALUATION**



BEAUTY AND PERSONAL CARE INDUSTRY

BUSINESS MODELS



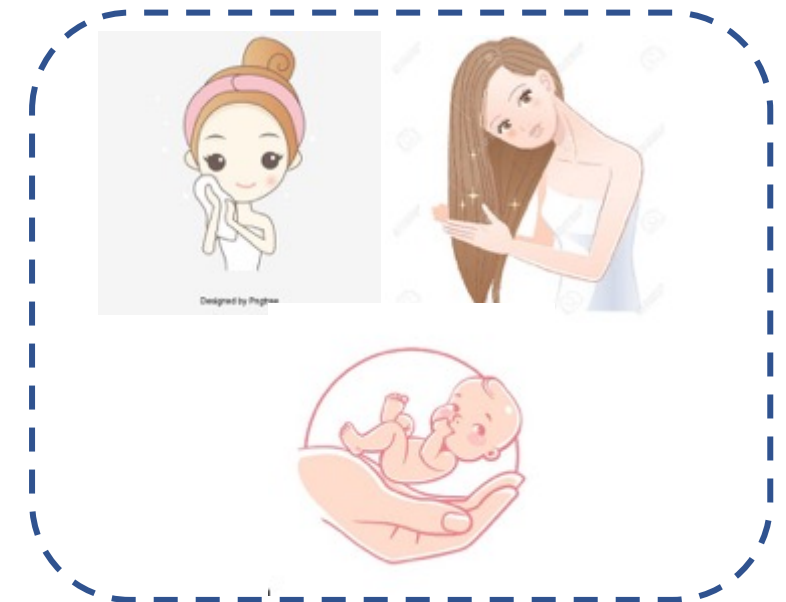
BRANDS



PROMOTION



CATEGORIES



ORIGIN



DISTRIBUTION





CATEGORIES



ORIGIN



PROMOTION





BRANDS



PROMOTION



ORIGIN





BRANDS



ORIGIN



RANGES

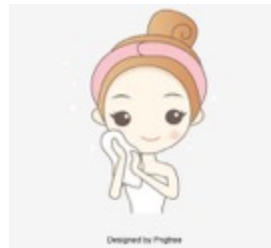


PROMOTION



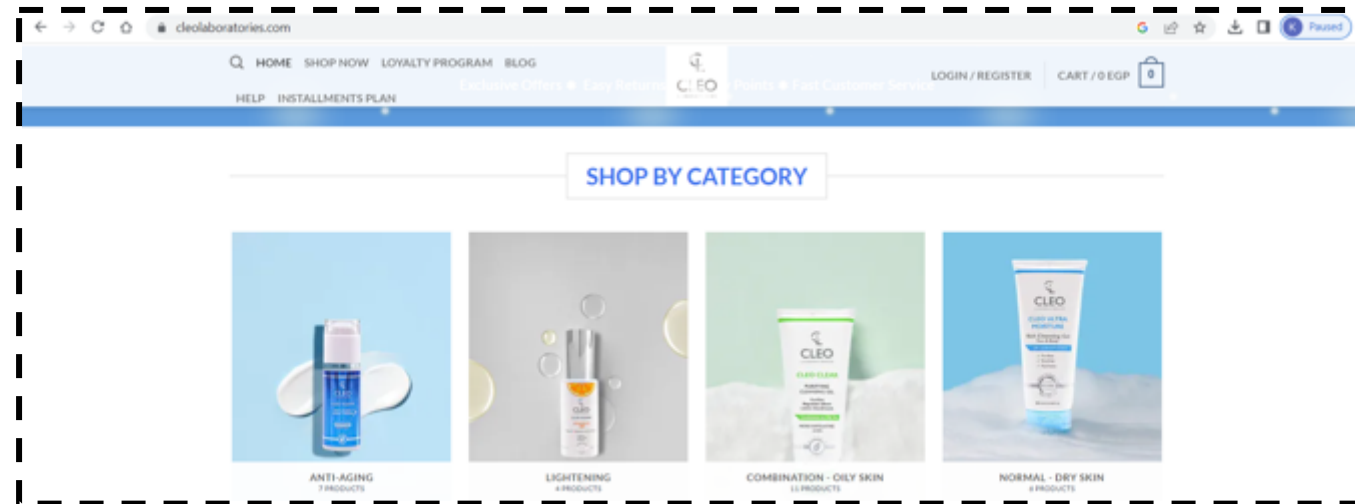
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CATEGORIES

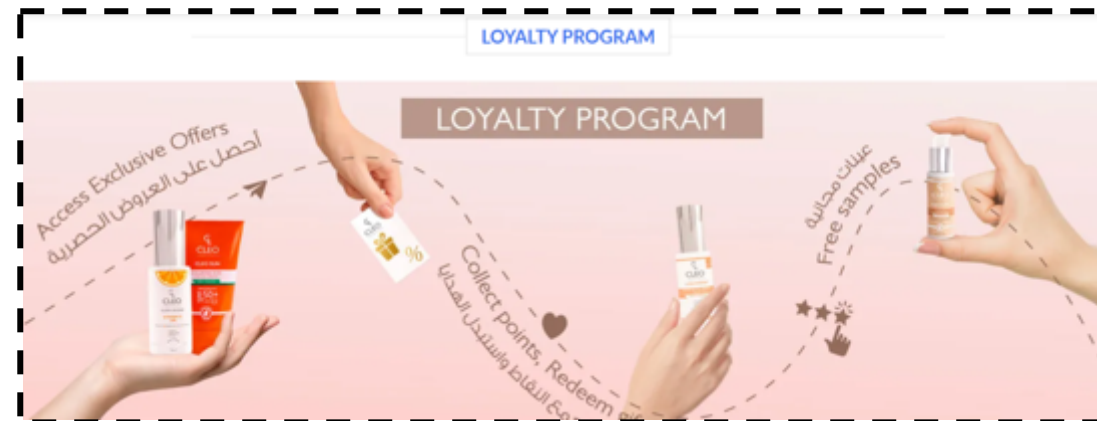


Designed by Progres





ORIGIN





MARKET PENETRATION DISCUSSION





WHAT TO CONSIDER WHEN YOU WANT TO PENETRATE THIS INDUSTRY?





YOU HAVE TO CONSIDER
ALL OF THEM
TOGETHER



(1) PRODUCT





SELECTING THE PRODUCT (BRAND)

- A. TARGET CUSTOMER/ CONSUMER**
- B. MANUFACTURING**
- C. REGISTRATION**
- D. BRANDING/PACKAGING**





**PLEASE DON'T FORGET THE
BRAND TREE**





(A) TARGET CUSTOMER/ CONSUMER

DEVELOP A BUYER PERSONA





(B) MANUFACTURING

TOLL MANUFACTURING	BULK IMPORTING	UNDER LICENSE
MOST COMMON	Takes time High COGS	Contract Manufacturing products by giving it a European flair



(C) REGISTRATION

BUY FILES	REGISTER OWN FILES
IF YOU WANT TO ACCELERATE THE PROCESS.. BUT OWNERSHIP TRANSFER TAKES TIME ANY MODIFICATION ON THE FILE WILL TAKE TIME	COULD BE VERY FAST IF ALL DOCUMENTS ARE PERFECT



(D) BRANDING/PACKAGING



BRANDING vs BRAND IDENTITY vs BRAND





(2) PRICE



7 POINTS TO CONSIDER WHILE PRICING A COSMETIC PRODUCT/BRAND



1. **Cost of goods sold (COGS):** This includes the cost of raw materials, packaging, labor, and other expenses related to production.
2. **Target market:** Consider the demographics and purchasing power of your target market. If your product is aimed at high-end consumers, you can price it higher, but if it is aimed at the mass market, you may need to price it lower.
3. **Competition:** Look at the pricing of similar products in the market and determine how your product compares in terms of quality and features.
4. **Brand positioning:** If your brand is positioned as a premium or luxury brand, you may need to price your product higher to maintain that image.
5. **Marketing and distribution costs:** Consider the costs of marketing and distribution, such as advertising, promotions, and shipping.
6. **Profit margins:** Determine the profit margin you want to achieve and ensure your pricing strategy can support it.
7. **Price sensitivity:** Consider how price-sensitive your target market is and whether a lower or higher price would affect their purchasing decision.





(3) PLACE





6 POINTS TO CONSIDER

1. **Distribution channels:** Determine the most effective distribution channels for your product. Will you sell directly to consumers through your own website or physical stores, or will you use wholesalers, retailers, or e-commerce platforms?
2. **Geographic location:** Consider where your target market is located and how you can reach them. Will you sell your products locally, regionally, nationally, or internationally?
3. **Inventory management:** Ensure that you have adequate inventory to meet demand and avoid stockouts. Consider how you will manage and track your inventory, and how you will handle returns and exchanges.
4. **Product placement:** Determine where your products will be displayed or placed in physical stores or on e-commerce platforms. Consider whether you want to be placed in prominent locations, endcaps, or on shelves.
5. **Logistics and transportation:** Consider how your products will be transported and delivered to your customers. Will you use your own shipping or logistics system or work with a third-party provider?
6. **Sales volume and pricing:** Consider how your distribution strategy will affect your sales volume and pricing. Will you be able to achieve the desired profit margin while still offering competitive pricing to consumers?

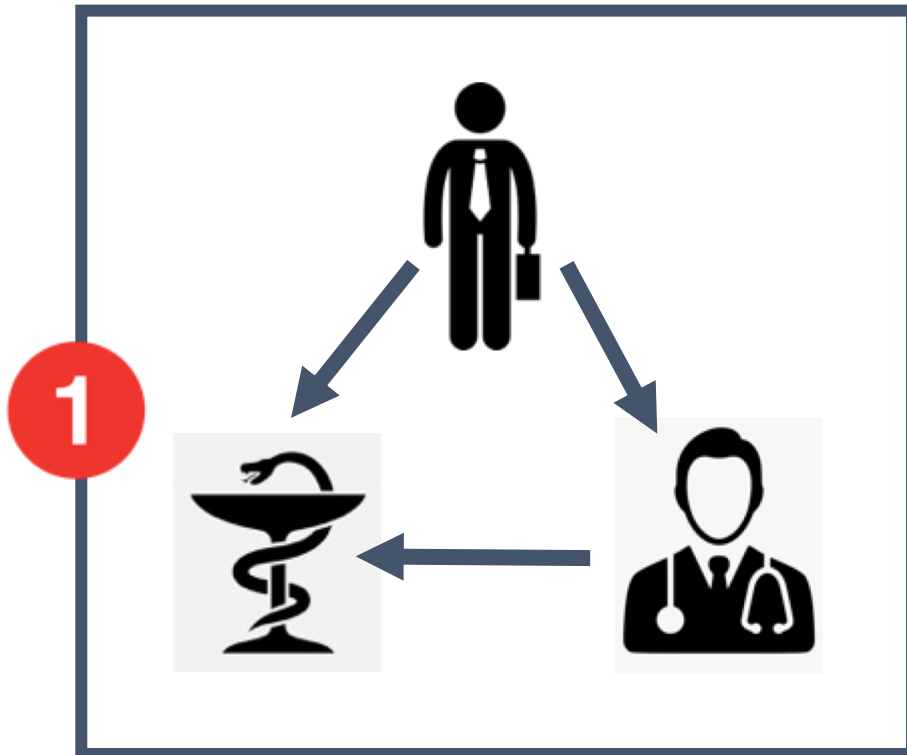


(4) PROMOTION





YOU HAVE **TWO** PATHWAYS TO GO THROUGH WHILE PROMOTING YOUR COSMETIC BRAND

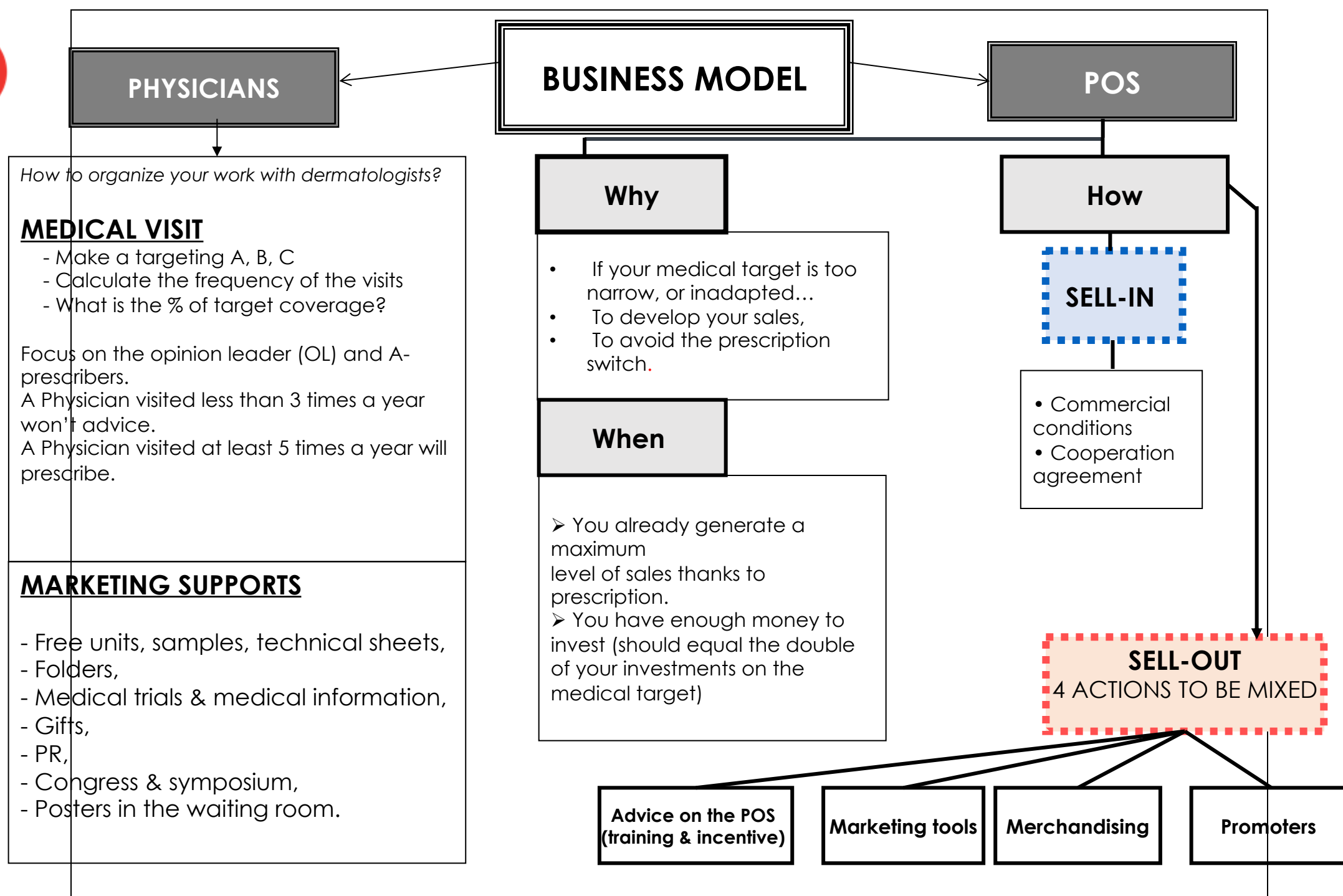


THROUGH PHYSICIANS



DIRECT TO CONSUMER

1





DIRECT TO CONSUMER MARKETING



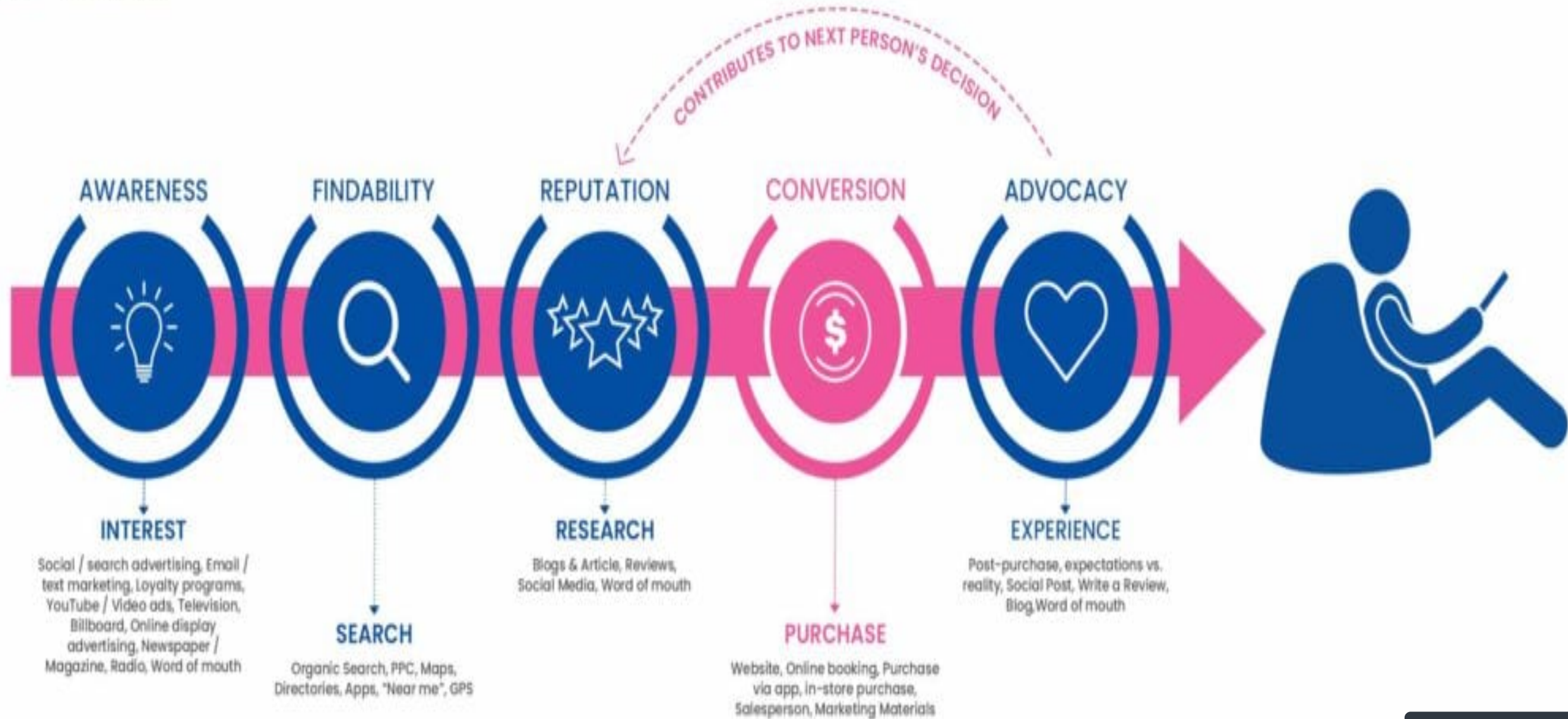


ALWAYS CONSIDER

**CUSTOMER
JOURNEY MAP**

**CUSTOMER
TOUCHPOINTS**

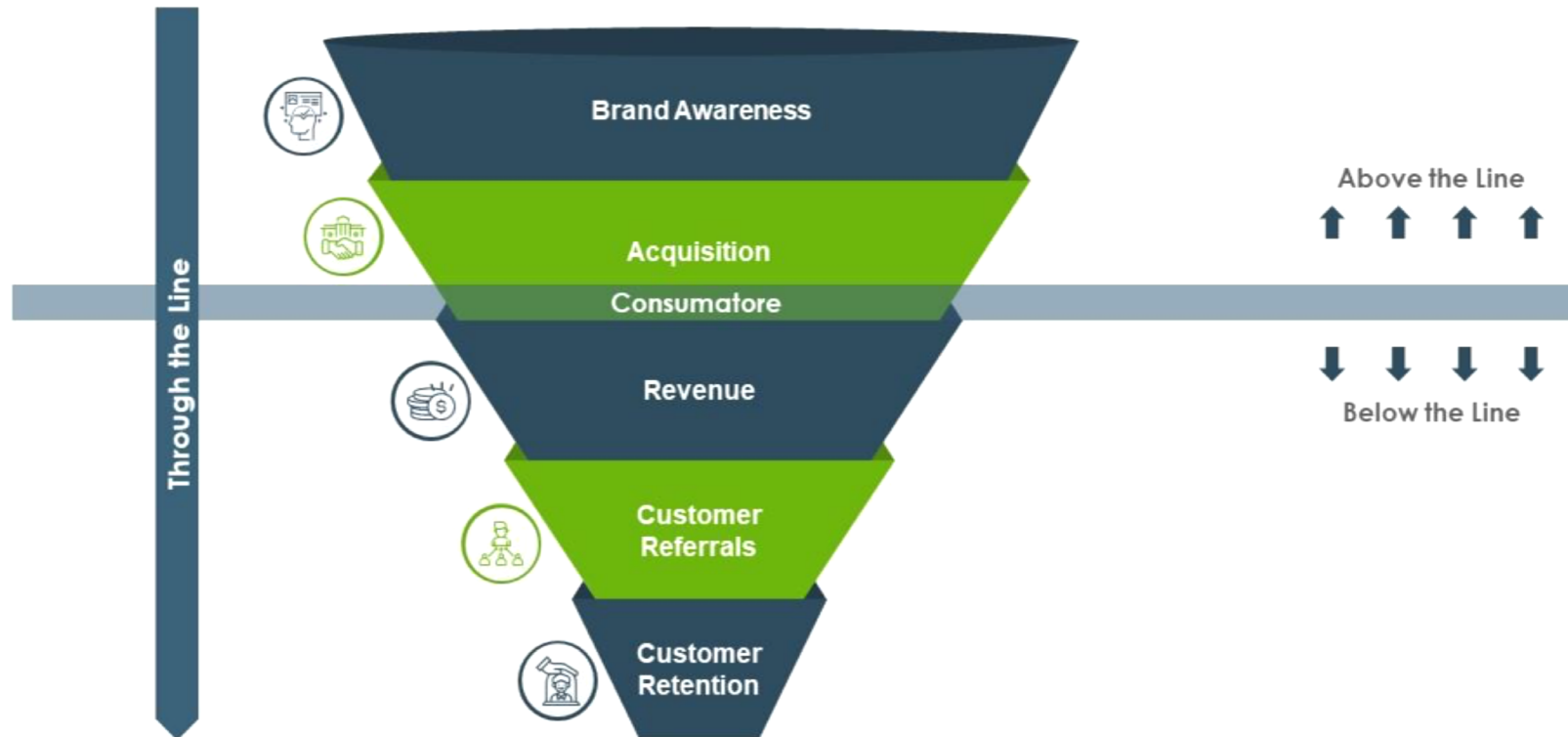
MODERN CUSTOMER JOURNEY





ATL, BTL and TTL Marketing Activities

This slide covers the different marketing activities which includes brand awareness, acquisition, revenues, customer referrals and retention that will help company in effective brand building and better return on investments.





ATL Marketing



TV



RADIO



PRESS



OUT-OF-HOME



CINEMA



INTERNET



BTL Marketing



TRADE
PROMOTION



SALES
PROMOTION



POINT-OF-SALES
MATERIALS



GUERRILLA
MARKETING



TRADE
MARKETING



DIRECT
MARKETING



SPECIAL
EVENTS

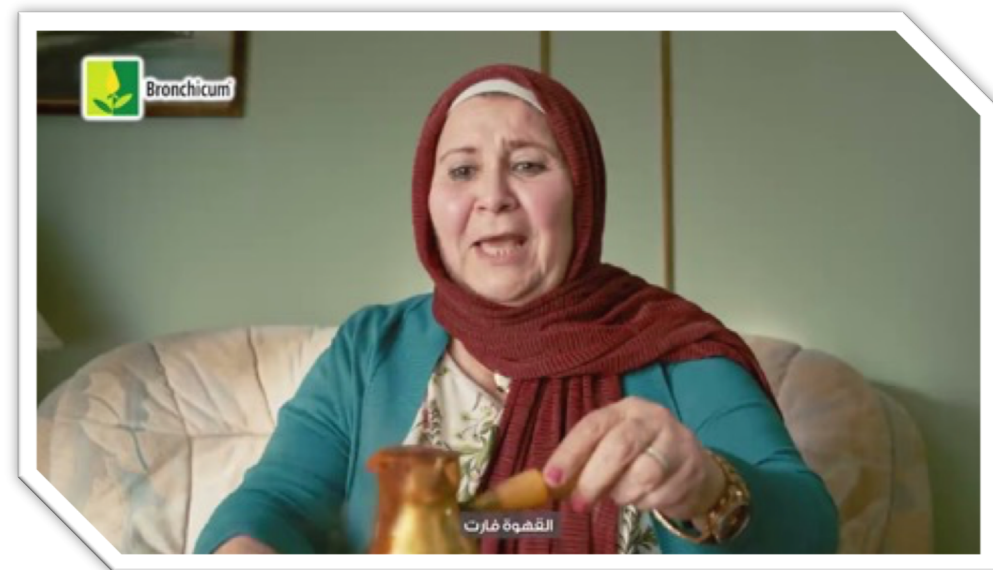
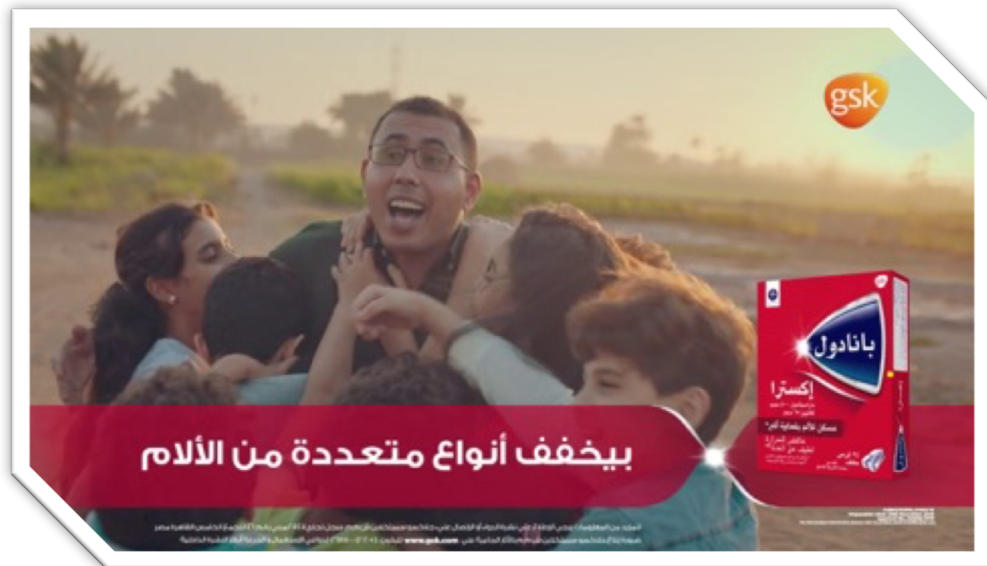


TV ADVERTISING





TVC





TV SHOP PROGRAMS





التحقيق مع الصيدلي أحمد أبو النصر
"طبيب الكركمين" في أكتوبر



AWANMASR

أوان مصر

WWW.AWANMASR.COM



—  —
AHMED KAFIFY



MEDICAL PROGRAMS





كله
بالطبخ



دكتورة/دينا صادق



مع الدكتور
أحمد كفافي

الاثنين

9:30 م

إلى عادة الثلاثاء 9:30 ص

على التردد: 11564 أفقي

حصرياً على #النهار_الجديد



DIGITAL MARKETING







SOCIAL MEDIA STRATEGY



Who is your customer?

What age bracket?
Gender?
Location?
College degree?



What are your goals?

Establish your brand?
Increase visibility?
Generate traffic to website?
Grow sales and revenue?



Where is your audience?

Are they online?
Where do they shop?
Belong to associations?
Publications they read?



How will you execute?

What do you need to learn?
What tools are necessary?
Who is responsible?
How will you measure?



What differentiates you?

What's your elevator pitch?
Gather best testimonials.
What makes you unique?
Craft a compelling story.



When will you communicate?

What social networks?
How often will you post?
Will you blog?
Will you use visuals/video?

ACCREDITED DIGITAL EDUCATION

DSM | DIGITAL
SCHOOL OF
MARKETING



ACCREDITED DIGITAL EDUCATION

DSM | MARKETING
SCHOOL OF
DIGITAL

—  —
AHMED KAFIFY



TOP 10 SOCIAL MEDIA MARKETING MISTAKES



WRONG FOCUS

Some people focus too much on marketing and forget about the relationship building part of social media



LACK OF STRATEGY

Plan first. Posting on social media without a having a well-planned marketing strategy is not going to work



NOT LISTENING

Give your audience your attention, and really listen to them. It's amazing what you can learn from your community



FOCUSING ON "ME"

There is no doubting that you are unique. However, it's important that you learn to focus on others.



NO TRANSPARENCY

Don't hide behind a business name and fail to disclose information in an effort to keep things secret.



NOT KNOWING AUDIENCE

If you have no idea who your target market is, it'll be impossible to market to them properly. This includes connecting with them socially



NOT STAYING IN NICHE

When you're running low on ideas, it's tempting to post information that is unrelated to the niche, but this can be a huge mistake.



WRONG PLATFORMS

You really don't need or want to be on every social media platform. Instead, choose 3-5 networks popular with your audience.



AUTOMATION

Automation is terrific but it does have a downside. One of the negative aspects of automation is that there's less relationship building and personal interaction



LACK OF VALUE

People love information and tips that add value. They hate being constantly bombarded with product pitches.





86% of social media users want to and do follow brands on social



41% will unfollow a brand that doesn't share relevant information



75% have purchased something because they saw it on social



57% are more likely to buy from a brand they follow



57% are annoyed with too many promotions by brands



71% have unfollowed a brand because they were embarrassed

THANK YOU

A promotional poster for a marketing event. The background is dark blue. On the left, there is a photo of Dr. Mahmoud Bahgat, a man in a suit and red tie, speaking at a podium. On the right, there is a photo of Dr. Ahmed Kafafy, a man with glasses speaking into a microphone. The text on the poster includes:

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The poster also features the Marketing Club logo, which is a stylized 'M' with a red and yellow design.

