

Marketing Plan on Lush Cosmetics

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Introduction

LUSH Cosmetics, a beauty brand based in the UK known for its fair trade methods and handcrafted goods, has been making waves in the cosmetics business since it began in 1995. LUSH has become a global giant with stores in many countries thanks to its dedication to cruelty-free and environmentally friendly products. The UK-based company LUSH is known for its creative skin care products, such as the "LUSH Facial Cleansing Bars." These bars are a sustainable choice to liquid cleansers. They are made with natural ingredients that clean skin gently but effectively. South Korea was chosen as the launch country because it has a thriving beauty industry that wants eco-friendly, high-quality skin care goods.

Situational Analysis

LUSH Cosmetics is a global cosmetics leader known for its sustainability, ethics, and innovation (Saraiva, 2021). With a global reach, LUSH is known for its handmade, cruelty-free beauty products. LUSH faces hurdles and chances while entering the South Korean market despite its success.

Overview of LUSH's Position in the Global Cosmetics Market

LUSH has made a name for itself in the cosmetics business by appealing to people who care about the environment and want natural beauty products that are made in an ethical way. Customers all over the world are loyal to the brand because it puts a lot of stress on being honest and involved in the community.

SWOT/TOWS Analysis

Strengths	Weaknesses
Strong brand image and reputation for ethical practices.	Limited product availability in certain markets.
Innovative product range with a focus on natural ingredients. Established presence in multiple countries, providing a global platform for expansion.	Reliance on physical retail stores, potentially limiting reach in digital markets. High pricing compared to some competitors.
Opportunities	Threats
Growing demand for sustainable beauty products.	Intense competition from established and emerging beauty brands.
Expansion into new markets, such as South Korea.	Regulatory challenges related to international expansion.
Increasing adoption of online shopping platforms for cosmetics.	Economic fluctuations impacting consumer spending habits.

Key Drivers and Challenges for Entry into the South Korean Market

Several things affect LUSH's entry into South Korea, as shown by PESTEL analysis and competitor analysis. The country's booming beauty market is one of the main factors pushing the market forward. There is a high demand for high-quality skin care products, and people are increasingly choosing natural and eco-friendly beauty brands. Additionally, South Korea's modern infrastructure and tech-savvy population make it possible for online stores to grow (Martins and Marto, 2023). But problems like cultural differences, complicated rules, and competition from both local and foreign beauty brands need to be dealt with. Engaging with stakeholders such as government agencies, distributors, and environmental groups will also be important for overcoming challenges during market entry and building a strong foothold in the South Korean market.

PESTEL Analysis

Political: South Korea has stable, business-friendly politics. However, tight product labelling, import/export, and environmental rules may hinder LUSH's admission.

Economic: South Korea has a robust economy and considerable beauty and skincare spending. Exchange rates and economic volatility may affect consumer spending. To compete, LUSH must monitor market trends and price.

Social: New, high-quality products are in demand because South Koreans value skincare and beauty (Bom et al., 2019). LUSH embraces sustainability and eco-consciousness. Marketing and product positioning involve cultural awareness and client habits.

Technological: Advanced technology and internet availability boost South Korean e-commerce. LUSH may increase brand exposure by using digital marketing, sales, and customer involvement.

Environmental: South Koreans' environmental awareness helps LUSH's eco-friendly products. Environmental and sustainability rules are essential for brand validity.

Legal: South Korea's product safety, labelling, and IP laws challenge LUSH. Engage local lawyers and obey market regulations to enter.

Competitor Analysis

LUSH will compete with local and international beauty brands in South Korea. Korean beauty brands Innisfree, Etude House, and Nature Republic dominate the market. These brands have great brand awareness and dedicated customers, making LUSH's entry difficult. The Body Shop, Kiehl's, and Origins sell eco-friendly beauty. South Korean competitors of LUSH have similar product positioning. LUSH must promote its handmade, cruelty-free, sustainable, and

creative products to stand out. Effective marketing, local influencer connections, and personalized customer experiences can help LUSH stand out in South Korea.

Objectives

1. Increase Market Penetration

Specific: Goals include 10% market penetration, 20% brand recognition, \$500,000 revenue, 50 retail relationships, and 30% customer retention.

Measurable: Measure penetration, brand recognition, sales, retail alliances, and customer retention.

Achievable: Marketing efforts, research, negotiation, and strategic targeting can achieve goals.

Relevant: Help LUSH reach new markets, boost sales, ensure product availability, and increase customer loyalty.

Time-Bound: Set goals within 12 months of entering the South Korean market to demonstrate urgency and concentrate on timely execution.

Strategy

Natural elements and sustainability will set LUSH apart in South Korean beauty (Kim et al., 2020). With ethical and eco-friendly products, LUSH strives to stand out. This strategy matches customer demand for eco-friendly products, providing LUSH an edge.

Segmentation, Targeting, and Positioning

LUSH will target affluent, eco-conscious natural skincare fans in South Korea (Redmond, 2020). LUSH will use demographic, psychographic, and behavioral market segmentation to target its consumers. LUSH will promote its Facial Cleansing Bars' quality and efficacy to attract eco-conscious premium skincare fans. Being a trusted authority on sustainable beauty will help

LUSH reach South Korean consumers who value efficacy and ethics in skincare. Over the following year, LUSH will use these methods to dominate South Korean beauty.

Tactics

Product: LUSH Facial Cleansing Bars gently cleanse with natural ingredients. Eco-conscious shoppers like cruelty-free formulations and sustainable packaging.

Price: LUSH sells their bars as luxury skincare essentials to emphasize uniqueness and value in line with their quality and ethics.

Place: LUSH collaborates with luxury, department, and specialist beauty stores in major South Korean cities (Dias et al., 2020). Official website and e-commerce platforms offer nationwide access.

Promotion: LUSH attracts customers using influencer partnerships, social media advertising, and immersive events (Yarkent, Gürlek and Oncel, 2020). Special incentives, sampling, and limited edition releases enhance sales and brand awareness.

People: LUSH's skilled staff offers personalized skincare consultations, enhancing client satisfaction and showcasing quality and service.

Physical Evidence: LUSH's eco-friendly packaging and gorgeous storefronts reflect its brand values and product excellence.

Process: Easy online purchasing and distribution improve LUSH's Facial Cleansing Bars' elegance.

Importance of Premium Customer Experience and Digital Marketing

LUSH's brand and client loyalty depend on exceptional customer service. Personalized skin care guidance, knowledgeable staff, and attractive boutiques will set LUSH apart (Silva et al., 2019). Social media, email marketing, and influencers will help LUSH reach its audience.

LUSH will increase brand awareness, internet traffic, and consumer loyalty in South Korea by producing engaging content, interactive experiences, and simple online shopping excursions.

Action

Gantt chart showing the 90-day LUSH Facial Cleansing Bar introduction in South Korea.

Task	Days 1-30	Days 31-60	Days 61-90
Market Research			
Strategy Development			
Partner Negotiations			
Social Media Launch			
Influencer Outreach			
Sampling Programs			
Execute Marketing Campaigns			
Sales Monitoring & Feedback			
Marketing Tactics Adjustment			

Control

Check customer and competitor trends regularly. Use sales and consumer feedback to evaluate marketing. Risk assessments reveal problems and change strategies. Competitiveness and success necessitate market feedback-driven adaptability.

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