

# EDEN COSMETICS

## Business Plan

Emily Mutchler, Owner

Created in 2024

# Executive Summary:

## **Introduction:**

Eden Cosmetics is a sustainable beauty company aimed at empowering women aged 20-35 to embrace their natural beauty confidently. With eco-friendly and refillable products and a message of self-love. We inspire self-love through the embrace of natural beauty.

## **Market Differentiation:**

Eden stands out through its unwavering commitment to sustainability, innovative packaging designs, and eco-friendly materials. We prioritize refillable containers and sustainable sourcing, appealing to conscious consumers.

## **Mission Statement:**

At Eden, we create a haven for people to embrace natural beauty. We believe in inspiring self-love and confidence, and celebrating uniqueness and individuality through our products and marketing messages.

## **Legal Structure:**

Eden Cosmetics operates as a Limited Liability Company (LLC) with trademarked branding and copyrighted package designs.

## **Market Research:**

Consumer preferences are shifting towards sustainable, transparent, and meaningful beauty experiences, presenting a significant opportunity for Eden Cosmetics.

## **Target Market:**

Our customers seek simplicity, quality, and sustainability in their skincare and beauty routines.

## **Market Analysis:**

Strengths include sustainable packaging and innovative product designs. Weaknesses include limited brand recognition. Opportunities lie in expanding the online presence and social media engagement, while potential threats include competition from established brands.

## **Marketing & Sales:**

Expansion strategies include online sales and partnerships with retail stores like Sephora and Ulta. We prioritize customer retention through loyalty programs and sustainable initiatives.

## **Product Line and Pricing:**

We offer a range of eco-friendly and refillable products with transparent pricing, including tinted moisturizer, blush, tinted lip oil, and mascara.

## **Research and Development (R&D):**

Eden continuously invests in R&D to enhance sustainability and user experience across our product portfolio in conjunction with pushing industry standards.

## **Conclusion:**

Eden Cosmetics was created to revolutionize the beauty industry with its unwavering commitment to sustainability, empowerment, and natural beauty. Through our innovative product design and eco-friendly practices, we aim to inspire self-love and confidence while leaving a positive impact on the planet. Join us on this journey toward a more sustainable and inclusive beauty industry.

# Company Overview:

Eden Cosmetics is a sustainable beauty company dedicated to empowering women aged 20-35 to embrace their natural beauty with confidence. Through eco-friendly products and a message of self-love, we strive to inspire a journey of authenticity and empowerment.

Inspiring self-love through the embrace of natural beauty.

## Market Differentiation

Eden Cosmetics stands out from its competitors through its unwavering commitment to sustainability. Our brand is dedicated to minimizing environmental impact at every stage of our product lifecycle. What truly sets us apart is our innovative approach to sustainable packaging design. Unlike traditional beauty brands, we prioritize refillable containers and eco-friendly materials, ensuring that every product reflects our dedication to environmental responsibility.

Furthermore, our commitment to sustainability extends beyond packaging. We carefully source environmentally friendly ingredients, deliberately select suppliers who share our values, and actively work to reduce our carbon footprint.

In essence, Eden Cosmetics doesn't just offer beauty products; we offer a conscious choice for consumers who seek to align their values with their purchasing decisions. Our focus on sustainability is not a trend but a core principle that drives everything we do, making us a trusted and preferred choice for those who prioritize both beauty and sustainability.

## Mission Statement

Our purpose is to create a haven where people can embrace their natural beauty with confidence. We believe in helping people see the beauty they already have. We believe everyone was created beautiful, and we hope to inspire a journey of self-love, encouraging you to stand confidently in your uniqueness. Your natural beauty is not just seen; it is felt, embraced, and celebrated. Inspiring self-love through the embrace of natural beauty.

## Board of Directors

Emily Mutchler - Owner and lead Designer

N/A - Lead Manufacturing Engineer

N/A - Lead Cosmetic Chemist

## Legal Structure:

Eden Cosmetics company structure is a Limited Liability Company (LLC).

## Intellectual Property Rights:

The name "Eden Cosmetics" is registered as a trademark in the State of Ohio, as are our branding and logos. Additionally, our cosmetic package designs are protected by copyright.

At Eden Cosmetic, we work to take proactive measures to protect our intellectual property rights and enforce strict confidentiality protocols within the business to protect sensitive information related to our cosmetic line.

# Market Research

## Industry Opportunity

The cosmetic industry is undergoing a shift, led by consumers making mindful choices. A staggering 63% of consumers prioritize sustainable and clean beauty as a significant part of their consumer experience. With a growing awareness of environmental concerns, consumers seek companies that genuinely address pollution issues. It's not just about makeup; it's about supporting brands that align with their values and contribute to a cleaner, more sustainable world.

The cosmetic industry needs to adapt to the changing wants, needs, values, and expectations of consumers. Consumer preferences are shifting towards more sustainable, transparent, and meaningful beauty experiences.

## Target Market:

Eden Persona prefers a simple, effective skincare and beauty routine with minimal products, prioritizing quality, sustainability, and inclusivity.

Our Customers seek products with skin-beneficial ingredients, readable labels, and environmental responsibility.

## Market Analysis:

### Strengths:

- Well-designed sustainable packaging and branding.
- Innovative product designs that align with our sustainability values.

### Weaknesses:

- The company/brand is not well known and does not have a strong consumer base.

### Opportunities:

- Expansion of our customer base through online presence and social media engagement.

### Threats:

- Potential competition from established brands with similar sustainability initiatives.

**Age:** 20-35 Years Old

**Location:** United States

**Occupation:** Student, working professional, or pursuing other activities

# Eden Persona

## Beauty Routine Preferences:

**Time Spent:** 30 minutes to 1 hour on daily hygiene routine.

**Specific Concerns/Goals:** Quick and easy routine with cosmetics that benefit the skin, not just cover up the skin.

**Routine Preference:** Simple routine with minimal products that offer multiple benefits.

## Cosmetic Purchasing Behavior:

**Buying Preferences:** Online for repeat purchases, in-store for new items.

**Influencer Impact:** Recommendations from influencers or friends influence purchasing decisions.

**Budget:** \$10 - \$40, willing to invest in higher-priced products with unique benefits.

**Quality vs. Quantity:** Prioritizes quality over quantity to minimize clutter and environmental impact.

**Brand Loyalty:** Sticks to brands that offer noticeable improvements, easy application, and sustainable practices.

## Travel & Environmental Preferences:

**Travel Frequency:** Always on the go, prefers portable, adaptable cosmetic options.

**Environmental Responsibility:** Supports brands that actively promote environmental responsibility.

## Cosmetic Product Preferences:

**Qualities Sought:** Skin-beneficial ingredients, readable labels, unique packaging, and branding.

**Makeup Look:** Prefers natural makeup for everyday use.

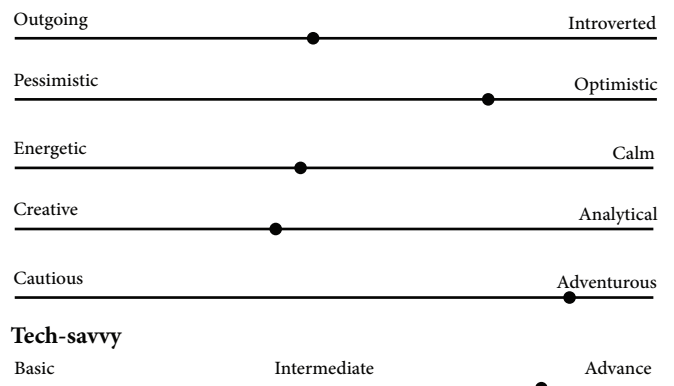
**Cruelty-Free and Environmentally Friendly:** Highly values cruelty-free and environmentally friendly products.

**Multi-functional Products:** Interested in products with multiple purposes, such as SPF foundations and moisturizing lip tints.

**Inclusivity:** Supports inclusivity in cosmetics, including a wide range of shades and diverse representation in marketing.

**Ingredient Transparency:** Values detailed information about cosmetic ingredients and appreciates companies that educate consumers about them.

## Personality Traits:



# Marketing & Sales

## Growth Strategy

### Expansion Strategies:

Eden Cosmetics will initially establish itself as an online business, while actively participating in various small business platforms, such as small business markets. As our brand gains consumers and recognition within the beauty industry, we aspire to secure placements in prominent retail outlets such as Sephora and Ulta. Additionally, as our brand continues to grow, we will expand our cosmetic portfolio by introducing innovative products. Exploring opportunities for diversification into related segments such as skincare and haircare, to create new brand lines under the Eden Cosmetics umbrella. Once these growth goals are achieved we plan to continue analyzing new viable markets for our brand to expand into.

### Customer Retention Strategies:

As our company grows, we are committed to fostering long-term relationships with our valued customers. To achieve this, we will launch a loyalty program aimed at incentivizing repeat purchases and rewarding customer loyalty. Additionally, we will implement a sustainable initiative whereby customers returning empty refillable containers will receive discounts on future purchases, emphasizing our dedication to eco-conscious practices. Our dedication to sustainability will be further demonstrated through personalized marketing campaigns highlighting our engagement with communities and charitable organizations. By actively participating in philanthropic efforts, we aim to strengthen our bond with customers and demonstrate loyalty not only to them but also to our planet.

### Marketing Communication:

Our marketing communication strategy will involve a mix of physical and digital channels to maximize brand exposure and engage with our target audience effectively. Online platforms will play a significant role, including social media channels, e-commerce websites, and targeted digital advertising campaigns. These channels will allow us to reach a wide audience, drive traffic to our online store, and foster engagement with potential customers.

### Distribution Channels:

Eden Cosmetics will initially focus on online sales and in-person sales at small business markets, such as fairs and markets, to establish direct relationships with consumers and facilitate sales growth. This dual approach allows for both virtual and tangible interactions with customers, enhancing brand visibility and accessibility.

As the company expands, we will pursue partnerships with retail stores to broaden our reach and cater to a diverse market. We aspire to secure placements in retail outlets such as Sephora, Ulta, and Target, leveraging their established customer base and brand presence to further promote our products.

### Sales Strategy:

Eden Cosmetics will initially rely on the founder, Emily Mutchler, to handle sales operations, given her intimate knowledge of the brand and its products. As the business begins as an online venture, Emily will manage customer interactions, processing orders, and ensuring a seamless purchasing experience.

As the company expands and seeks placement in retail stores, the sales approach will evolve to accommodate these new channels. We plan to establish a dedicated sales team to manage various selling outlets effectively. This team will be tasked with fostering client relationships, negotiating contracts with retail partners, and driving sales growth both online and in-store.

## Marketing Strategies:

### Digital Marketing:

- Allocate budget for targeted online advertising campaigns on social media platforms (Facebook, Instagram, TikTok) and Google Ads.
- Utilize captivating visuals and messaging that resonate with our target audience's values and preferences.

### Email Marketing:

- Implement segmented email campaigns to deliver personalized content, promote new arrivals, and offer exclusive discounts to subscribers.
- Use email automation to maintain consistent communication with our audience.

### Content Marketing:

- Create engaging blog posts, videos, and style guides to showcase our products and educate consumers about sustainability in beauty.
- Develop social media content that blends product promotion with lifestyle inspiration, fostering genuine connections with our audience.

### SEO:

- Optimize website content and metadata to improve search engine rankings and drive organic traffic.
- Focus on relevant keywords related to sustainability, natural beauty, and skincare to attract our target audience.

### Influencer Partnerships:

- Collaborate with cosmetic influencers and bloggers who align with our brand values to promote Eden Cosmetics products to their followers.
- Send personalized PR boxes to influencers, encouraging them to share their experiences with their audience authentically.

# Service Line

## Product Line:

### Tinted Moisturizer:

- Tinted Moisturizer created with nourishing properties, SPF protection, and a natural porcelain finish.

### Blush:

- Blush provides skincare benefits like anti-inflammatory properties, antioxidant protection, skin brightening, and oil control.

### Tinted Lip Oil:

- Tinted Lip Oil is designed to hydrate, nourish, and natural tint lips. This product is used to help with dry and cracked lips.

### Mascara:

- Mascara that nourishes, strengthens, promotes lash growth, and enhances the natural beauty of lashes.

## Pricing Structure:

- Tinted Moisturizer - \$40
- Tinted Moisturizer Refillable - \$20
- Blush - \$30
- Blush Refillable - \$15
- Tinted Lip Oil - \$20
- Tinted Lip Oil Refillable - \$10
- Mascara - \$20
- Mascara Refillable - \$10



## **Research and Development (R&D):**

As part of Eden's ongoing commitment to sustainable innovation and user experience, we plan to continually invest in R&D initiatives to enhance and expand our Cosmetic Portfolio. In the future, Eden Cosmetics aims to invest more resources in advancing R&D initiatives, focusing on:

- Exploring new cosmetic chemistry products featuring diverse color palettes across all product lines.
- Seeking more sustainable methods for product production, manufacturing, and delivery, to reduce our carbon footprint.
- Conducting additional design research and engineering efforts to develop sustainable refillable packaging, aiming to elevate industry standards in the cosmetic industry.
- Exploring new markets for Eden Cosmetics, such as skincare and hair care, with the ultimate goal of enhancing the user experience across all our cosmetic lines.

## **Conclusion:**

Eden Cosmetics stands at the forefront of a transformative movement within the beauty industry. With a steadfast commitment to sustainability, empowerment, and natural beauty, we are poised to make a lasting impact within the beauty industry. Our innovative approach to product design, ethical ingredient sourcing, and a mission to inspire self-love. This allows us to be a trusted company for consumers seeking conscious beauty products.

At Eden Cosmetics, we're not just redefining beauty standards; we're reshaping the very essence of what it means to be beautiful. We invite you to join us on this journey of celebrating diversity, authenticity, and the beauty of being true to oneself. Together we can build a more sustainable and inclusive beauty industry.