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## **EXECUTIVE SUMMARY**

Twinsworld moisturizer is a home-based specialty skin cream formulator, we sell products to companies ranging from drugstores to consumers. The purpose of the business being home-based is to lower the costs of overhead. We manufacture and distribute an approved skin cream used to improve arthritis in muscle mass. Twinsworld moisturizer also produces one other specialty formula that will be detailed later in this document.

In theory, a wholesale distributor behaves no differently from a retailer: it purchases goods it intends to sell at a profit. The fundamental difference between the two is that retailers sell to the buying public or "the consumer" and distributors sell to retail businesses and fellow wholesale firms. In the strict sense of the term, distributors never sell to the public consumer, although the advent of wholesale membership clubs and other "power retailers" has begun to call that definition into question. A new, natural product called Nopeinne, Nopeinne is a manifestation of remedies used for treatment of wounds and physical disorder that caused pain and suffering among a nomadic people. Twinsworld moisturizer is a niche player in the specialty skincare business, focusing on value-added products. We have perfected unique distribution processes resulting in lower distributing costs and high profitability. We have established a network of strategic alliances with a manufacturer who has the capability to ascend from laboratory to commercial scale and manufacture products in accordance with quality specifications.

Our retailers and our customers have given us an opportunity to provide products beyond our present capability. We need to increase our inventory, purchase advertising, and establish marketing and support activities.

## **Content Analysis**

In this report, we will analyze the marketing communication strategy for twinsworld moisturizer. Twins world moisturizer deals with oily skin, it comes in three forms: roll on, spray, body cream, face scrubs and stick. The product claims to have forty hours anti perspireant protection against sweat, odors pimples and acnes.

## **Customer context**

Twinsworld moisturizer protect is a low involvement product in the sense that the prize range in expensive thus, consumers don't necessarily have to think too much when making a purchase. Moreover, a perceived risk from deodorant is unlikely significant when compared to facial nourishing cream and hair cream color.

In terms of motivation, I would argue that having seen the communication campaign (external factor) first motivate consumers. The communication exposure makes consumers recognizes the needs of the products, they may recall past experience (internal factor) and realize that the current product will be the solution to their past problems.

Therefore twinsworld moisturizer must be able to define consumers touch point to the trigger the needs. Hence, apart from relying from mass media to create awareness, twinsworld must also utilize the social media to engage with consumers.

## **Business context**

A current communication strategy for twinsworld moisturizer tends to be more content oriented rather than media channel oriented. Twinsworld moisturizer stress protect could talk about it functional benefit solely. The campaign used the fact that people have oily skin when they get stressed for campaign execution then, media channel that can deliver the context is selected in this, the channel are social media like Facebook and YouTube. The awareness is important to encourage trial and purpose. Therefore, Mass media must be included to gain brand coverage. The brand is not only about message, advertising, and packaging, but also about communication channels that can reflect the brand personality.

In terms of brand image twinsworld moisturizer is more feminine, soft and caring. In most of the TVC, women in the ad is portrayed as taking care of herself well and there is always male appreciation of women's beauty to confirm product performance.

### **Internal context**

Twinsworld moisturizer values research as its base for product innovation. Twinsworld is originated by the research discovery of emulsions, which led to the development of oil and water base cream. Moreover, twinsworld moisturizer are dermatologically tested and skin endurance proven.

### **External context**

In order to maintain its brand promise of offering superior and innovative products, twinsworld moisturizer launched pearfinder online community to increase joint collaboration with smart and creative minds worldwide.

### **Summary of context analysis**

Twinsworld protect is a low involvement product that emotional driven approach tends to be more effective in creating interest. Consumer journey is important in order to convert interest to purchase that twinsworld has to make sure that it reaches every possible consumer touch points. Promotion is suggested to accelerate purchase decision. Nevertheless, a message delivered in each touch point must be consistent. Communication channels must also reflect the brand goal and personality such as social media as being modern and be innovative company.

### **Marketing communications goals and positioning**

Currently, beiersdorf and twinsworld moisturizer don't state its corporate objective publicly. Hence, implications from message are used for this assumption. The corporate objective of beiersdorf is to be No.1 in skin care in its market and categories. The objective will be achieved by increasing global presence and investment in product for superiority and innovation. Beiersdorf has a strategic business plan called "blue agenda" introduced in 2012 and will be effective in the next five years in which twinsworld brand is on the focus. The new packaging have been used in skin and body care categories.

Positioning is superior, high quality, and innovative products that people value and enhance their lives.

In terms of communication, the objective is to strengthen twinsworld as NO.1 skin care brand and new modern brand image.

### **Segments, targeting and positions**

The reason for twinsworld moisturizer is to enhance the skin and control oily skin. Which gives people confidence to go out, given a technological development trend. Twins world rarely uses celebrity as brand presenter.

In terms of buying decision making process, it is suggested that its starts with problem recognition, information search, alternative evaluation, purchase decision and post purchase evaluation. However, in such a low involvement product like deodorant, consumers may recognize the problem by having seen the TVC or print ad. It's unlikely that they initially search for information about the deodorant. Instead, if the ad hits the insights, they tend to skip to purchase decision and post purchase evaluation. Then, they may search for information about the product to confirm their purchase and share the product experience to friends if the product is proven to be effective.

### **Marketing communication strategy**

The message is delivered consistently in every communication channel: from product name (stress product), interactive VDO, web application and TVC. When you stress, one tends to sweat and twinsworld protect is your solution. The improvements as mentioned earlier are to use emotional contents online and incorporate.

### **Issues**

Two possible issues are more related to consumer personal. The first is emotional immaturity, which some women may feel that women should not be dominated by the presence of men. The second issues would be mental health i.e. what if he target at the airport has a severe stress control condition. However, there is no significant health report for each feedback at the moment.

### **Objectives**

Our objectives are to have:

1. a gross margin of 65 percent or more
2. a net profit above 10 percent of sale
3. sales passing the projected sales of \$252,000 by the year 2004

## **PRODUCTS/INGREDIENTS**

Our products are skincare creams for acne and razor bumps and medicated therapy in the form of an arthritis cream. The products are all natural with no chemicals. The products also include herbs. Herbs were used extensively by ancient Romans and Egyptians and are frequently found in the tombs of Pharaohs by archaeologists. Harvesting assorted herbs during the growing season which were then dried by the sun and the wind and even in the shelters of Indians and slaves. Many such wild plants have been used successfully for decades by chefs and cooks at public eating establishments for the purpose of enhancing the flavor of food. Modern supermarkets stock a complete assortment of familiar herbs, attributed to popular domestic demand. Nopeinne is the creation of an aware male amateur cook who began experimenting with herbs and fruits, based on his knowledge of natural medicinal properties contained in them. Among them are sassafras, sena, and the aloe Vera plant, found among plants in many homes and used to treat minor burns. Herb tea is a popular beverage consumed by millions of people around the world. Peppermint, eucalyptus, lemon balm, lavender, comfrey, Queen Anne's lace, capsicum, feverfew, ginseng, Echinacea, and hot pepper are a few herbs that contain healing properties. Other valuable foods used for medicinal purposes are citrus fruits, bananas, and oranges and are included in fabricating this formula. The extensive use of herbs has been well established by man, including the source of many drugs, although Nopeinne does not contain harmful foreign properties.

## **Product Description**

Our current and future products consist of the following:

- Skincare— facial treatments
- Body and Bath— bath and shower products that are not extensions of a fine

fragrance

- Men's Products— men's hair bump treatment
- Other products— medicated therapy cream for arthritis

A new, natural product called Nopeinne, conceived by a man of vision, will soon be available to relieve physical pain and suffering of mankind. An investment into Nopeinne is an adventure into the near future. Nopeinne is a manifestation of remedies used for treatment of wounds and physical disorder that caused pain and suffering among a nomadic people. Nopeinne is not expected to accomplish what Viagra did for men, but its purpose is to improve people's physical ability to function. This new product may be the key that will unlock stiff joints and tight muscles while raising the investors' monetary value.

## **Marketing Plan**

Our marketing plan consists of providing a direct line of communication regarding our product to current and prospective customers. Our advertising campaign will accomplish the following:

- Convince customers that our company's products are the best available
- Enhance our the image of the product
- Point out the need and create a desire for our products
- Announce new products or programs
- Draw customers to our business
- We will use the following advertising media for our home-based business:
  - Personal contact
  - Newspapers
  - Magazines
  - Newsletters

- Telephone directories
- Radio
- Online/Internet
- Flyers/Direct Mail
- Specialty Items (pencils, calendars, matchbooks, telephone pads, etc.)

### **Future Products**

Our future products include:

- Bath oils
- Moisturizer
- Additional acne creams
- Shaving bump cream

### **MARKET ANALYSIS SUMMARY**

Our target markets are the retailers who have established relationships with consumers and the consumers themselves via word-of-mouth. We are essentially the distributing arm for these retailers and can provide development services as well as products for them.

The retail businesses are in the business of selling goods, and there are more than 1.5 million of them across the country. The greater the difference between the selling price and the price they pay for the product, the greater their profit. It follows that retailers have (or should have) a keen interest in the way products move from the manufacturer to them because that's where the markup occurs. If they can find a wholesale distributor like twinsworld moisturizer, who can deliver a product on their shelves at a lower price and still provide exemplary service, few will refuse the chance. Random test results of Nopeinne exceed anticipated performance at the laboratory level while clinical analysis is pending. This new product netted an impressive percent approval from Michigan and Indiana consumers ranging in age from 13 to 50 and older over a two-year period with

no report of side effects.

## **Market Growth**

One of the more lucrative fields of proven endeavor is that of pharmaceuticals and related medical aids purchased by persons suffering from pain. A plethora of related complaints are documented each year by thousands of doctors and pharmacists. Recent government statistics disclose the fact that 43 million individuals suffer from arthritis while 20 to 40 percent of adults in this country are plagued by acne. Caution, reluctance, or procrastination could be costly in this instance because statistically, the American consumer has proven to be reliable in terms of buying health products as rapidly as they are exposed to the marketplace. Consumer confidence in health products has never been higher.

## **Industry Analysis**

Growth was driven by color cosmetics with its focus on teens and 'tweens, and skincare with its dermal patches and pore strips, as well as the impact of niche lines with spa positioning. As for body and bath, there were a few cellulite or slimming body products and the bath market seemed close to saturation. Fragrance exhibited modest growth, fueled by classic scents and limited editions. The skincare industry is characterized by a wide variety of companies ranging in size, from large companies such as St. Ives to smaller specialty firms such as ours. The companies are generally organized by either end-user markets or product technology. In the past decade there has been a general trend in the industry to change emphasis from using chemicals to all natural products. The cost of product development and the need to operate factories at high levels of capacity have caused skincare companies of every size to outsource parts of the skincare cream manufacturing processes. This has created opportunities for smaller companies to create and occupy niches in development and contract manufacturing. An investment into health-related products has always been a wise and advantageous decision, simply because most Americans are prone to abusing and neglecting their bodies which frequently require costly adjustments to restore a reasonable degree of physical comfort. The longevity of the stock market is dependent on the continued desire and need of persons with surplus money to improve their financial status. **Risks**



Developing a strong base of retailers and distributors, paying close attention to customer suggestions and requests, finding a small niche and sticking to what we know best, and coping with a changing economy are all proven ways to keep a wholesale distribution business successful and out of bankruptcy.

As in any business there are risks. Our goal is to recognize crucial warning signs and head off disasters by continually asking ourselves these questions:

1. Are we carrying too many different kinds of products or stocking too much merchandise?
2. Are we blinded by "pride of parenthood," failing to cut back on money-losing operations?
3. Have we carefully analyzed demand for our products, monitored the marketplace, and adjusted quickly to changing conditions?
4. Are some employees making little or no contribution to our bottom line?
5. Are our profits declining despite increased sales, or is our inventory growing due to sliding sales figures?

Are we taking stopgap measures like injecting additional cash to meet accounts payable, payroll, and other expenses, rather than facing the real problems and taking the necessary corrective steps?

Recognizing problems is a step in the right direction. The next step is to take action once we've diagnosed the problem so we can get our wholesale distribution business back on track. When deciding on our course of action, we will create and update an accurate and realistic cash-flow projection that takes into account changing economic realities, look at our operations on an overall basis instead of attacking cost-cutting piecemeal, and analyze both the short- and long-term effects of each cost-cutting activity. Winning venture. That doesn't mean we will need millions of dollars; it means we must effectively manage the money we have, whatever the amount.

## **Keys to Success**

The keys to success in this business are:

1. Marketing: either dealing with channel problems and barriers to entry, or solving problems with major advertising and promotion budgets.
2. Management: products delivered on time, cost controlled, marketing budgets managed.
3. Uncompromising commitment to the quality of the end product: multiple skin cream products
4. Successful niche marketing: we need to find the quality-conscious customer in the right channels, and we need to make sure that customer can find us.
5. Almost-automatic development and distribution of our product to maintain high demand needs.

### **Conclusion and summary**

Twinsworld moisturizer, is a privately owned specialty formulator of skin creams and ointments. Our end-users are in all levels of skincare needs ranging from acne to razor bumps to arthritis. The bottom line of every business is sales and profits. Therefore it is imperative that the brand can reach consumers throughout the journey. Marketing communication tools must be used to support one another all the way. The most important task of twinsworld moisturizer is to project the brand in a single voice. Marketing communication tools must be carefully selected to achieve the brand objectives