

New Product Development Project: Lush Fresh Handmade Cosmetics

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Abstracts

Lush Fresh Handmade Cosmetics is a retail cosmetics company in the Britain that was established by the Mark Constantine. The company is a new company in the Kuwait and it is open in 2016 in the Kuwait. The major products of the company include skin care and hair care products. The target market for the Lush Fresh Handmade Cosmetics in Kuwait includes all cities of the country where the company also opens outlets in the big cities along with the online business. The target audience of the Lush Fresh Handmade Cosmetics in the Kuwait includes ladies and gents and it mostly targets the age group of 16 to 50 years of age. It targets all age groups (Lush, 2016). Cont... (3500 words of this report)

Contents

Present a short overview of your brand, product, organization, target audience and market.

What is the need being satisfied by the product?

Describe the major macro-environmental trends that might affect your company over the next five years.

What new trends may affect your product or company over the next five years?

List the key characteristics affecting consumer's behavior with respect to your chosen product.

Briefly describe the buying process consumers may go through when purchasing your product. Include an analysis of alternatives and the criteria that may be used to choose between alternatives.

Identify and describe the major segments that exist in the product category or market within which your product competes.

List which segmentation bases your product uses to profile each of the key segments you have identified above. Which of these bases is the most important?

Describe your product's positioning strategy.

Describe the major elements of the tangible, extended and generic product.

Describe some of the key functions of the packaging and labeling of the product.

At what stage of the PLC do you think your chosen product is currently? Why do you say that?

Choose one communication process initiated by your company to promote its product and explain the elements of this communication process.

Identify the key phrase or statement that the advertising for the product uses to communicate its key message. What is this intended to say about the product?

Identify which types of sales promotion your chosen product uses.

Identify which types of PR your chosen product uses?

List the major types of retail outlet where consumers would expect to find your product, and name some of these retailers.

Which pricing strategy do you feel the company is pursuing with your chosen product?

Explain the competitive advantage of your brand in light of porter's competitive strategies.

References:

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