



Mini *Estee*

Business  
*Plan*

Alice Chandler  
Final Major Project  
15109420  
FASH6051

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## Executive *summary*

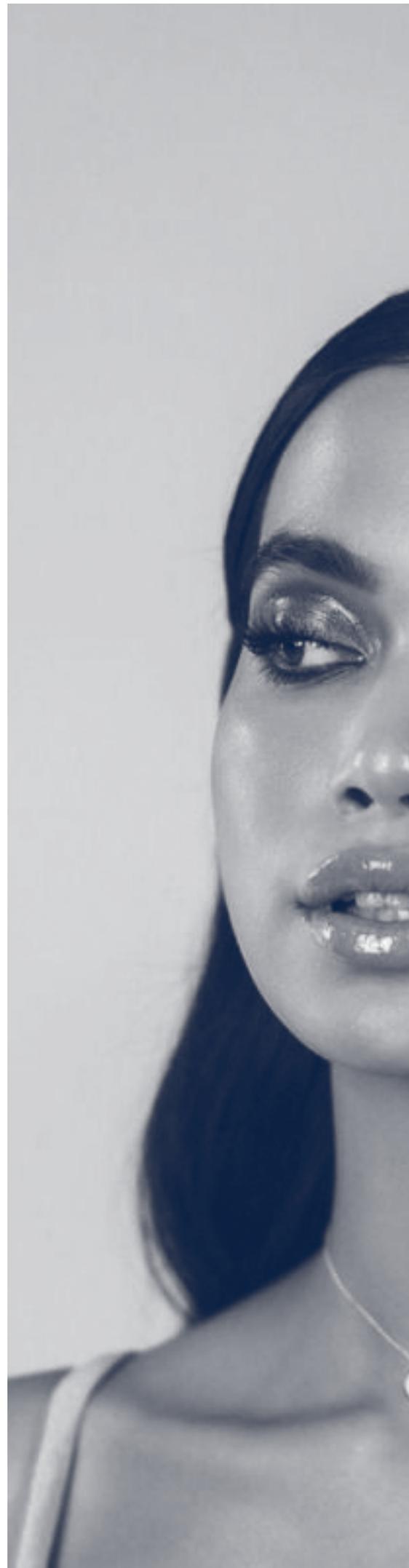
Mini Estee is a subscription service with a twist. Customers can personally pick samples delivered straight to their door with a personal profile. They are encouraged to review the products they order, post photos and interact with other users, hopefully encouraging each other to experiment within the brands buying different products and bring in a younger demographic to the companies.

The subscription box industry has grown by 800% since 2014! With on average 37 million people visiting subscription websites in April 2017, proving there are many potential customers for the Mini Estee concept to add to the billion customers the companies already have.

The trust of customers reading online reviews has reduced over the years with the rise of influencers getting paid to write reviews about products. Consequently, people are more resilient to purchase products if they suspect people are sponsored and paid. It queries if companies have trust in the product. As Mini Estee will not filter reviews it will give the customers an opportunity to have an honest opinion of a product.

Mini Estee's availability will revolutionise the sample market being quick, easy and personal to customers.

**'Experimentals will be more experimental than ever!'** and aims to make Estee Lauder Companies more well known than ever.









The  
*Concept*

# aims & objectives

To make sampling of Estee Lauder Companies products an easier and more accessible experience

To encourage more of the 'Experimental' tribe to purchase from Estee Lauder Companies

Encourage a competitive edge against the rest of the subscriber market

Developing brand awareness of Estee Lauder Companies across all generations

Honest reviews encourage customers to try more products and feel confident in what they are purchasing

Reaching 'experimentals' with Mini Estee until they have more disposable income and turn into '51 going on 21' customers!

table 1



## unique selling *point*

### **Personally choose samples**

Personalisation is key for the millennial market and giving the option to choose what is sent making the delivery totally bespoke, will make it more attractive for the customer eliminating any bad choices and wasted finances.

### **Customer profiles**

Analysing individual profiles will show honesty about the products. In turn will hopefully encourage more customers to buy the products and appreciate the quality

### **Comparison shades of brands**

Even though websites show customers shades electronically Customers will now have an opportunity to see what the true shades they are across a variety of brands on an app.

### **'Blogger lifestyle'**

Many of the young millennial generation watch 'youtubers' and read blogs, which reference various high end products. Mini Estee allows them to sample these products the influencers use and have their own opinion. When it is delivered like a PR package they can feel like an influencer too!

table 2



# concept

<p><b>Choose Samples</b> Personally choose samples from the top 30 products from 29 Estee Lauder Company brands delivered to customers doors from an app or website</p>
<p><b>Opportunity to Experiment</b> The popular consumer demographic is getting older and the millennial generations are becoming the new working age that will soon be able to afford such products. Experimenting and exploring more varied products</p>
<p><b>Compare Shades</b> Accessibility to compare shade variations across brands e.g. foundation shades may vary</p>
<p><b>Honest Reviews on Products</b> Users have a Personal profile, which they are encouraged to review the samples honestly resulting in no fake opinions from influencers, which is on the increase.</p>
<p><b>Ratings</b> Each customer has their own profile online. The more the app is used by posting photos, writing reviews, interacting and purchasing through the app, the individual ratings go up which means customers get invited to events and exciting opportunities</p>

table 3



JO MALONE  
LONDON



PEONY &  
BLUSH SUEDE  
COLOGNE



## Further *concept*

Each customer will be offered five brands depending on the answers to 3 simple questions;

### \***Age**

18-25, 26-35, 36-45, 46-55, 56-65, 65+

### \***preferences**

skincare, hair, make-up, perfume

### \***Favourite** Estee Lauder Companies brand

A **22 year old** may start with;

**Mac** (being her favourite brand)

**Clinique** and **Glam Glow** (as she wanted a more skincare focus)

**Bumble and bumble** and **Le Labo** chosen to experiment with.

Compared to

A **40 year old** may start with;

**Jo Malone** (being their favourite brand)

**Bobbi Brown** and **Estee Lauder** (as she wanted a make-up focus)

**Aerin** and **La Mer** chosen to experiment with.

This would ensure that all brands are getting Reviewed therefore the concept will appeal to all ages not just the 'experimentals'

The more purchases they make, the more companies they get to unlock



Price breakdown

# Mini *Estee*

monthly subscription

£15

for 5 samples personally chosen by the customer with delivery included

# Mini *Estee*

non subscription,  
individual chosen **samples**

£3

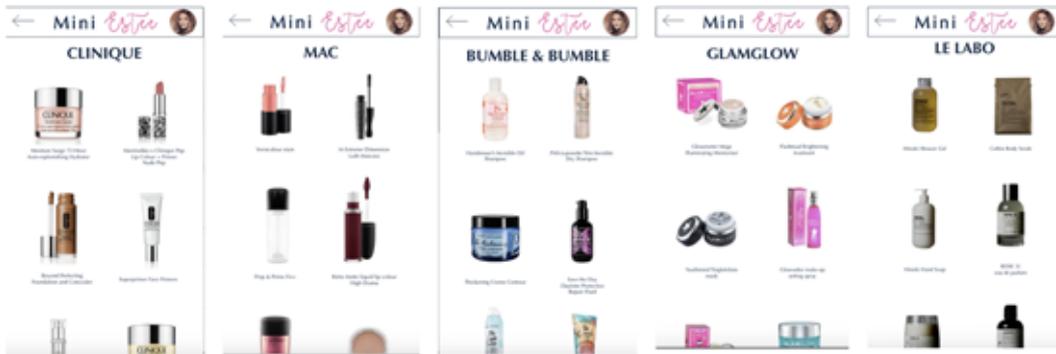
how ever many the customer desires,  
plus £1 delivery

# Mini *Estee*

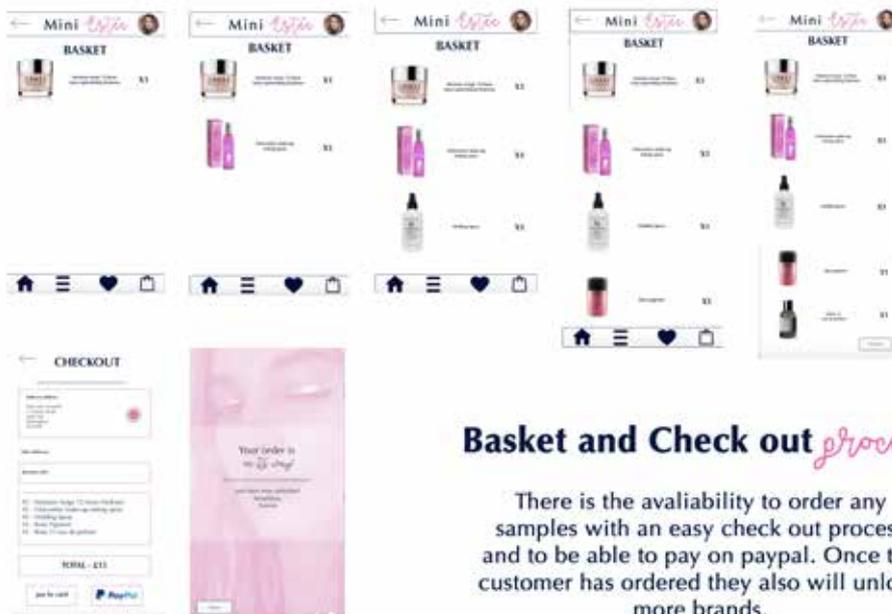
Once a sample is purchased,  
the full sized product will then  
be 10% off to buy next time



## Brands Options



Customers can click on any product to see more information and add the products to the basket. Every Month 5 more products will be released (one from each brand) to choose from



## Basket and Check out process

There is the availability to order any samples with an easy check out process and to be able to pay on paypal. Once the customer has ordered they also will unlock more brands.

# Journey of a consumer using Mini *Estee*

<p><b>Possibilities of finding out about Mini Estee</b>          Word of mouth          Fliers at beauty counters          Social media          Gurella marketing</p>
download the app
e-mailed a how-to
create account with details including; age, preferences and favourite brand
search through brands for options to order
add five samples to basket which the customer will want to try
check out and add a delivery address
two brands will be unlocked
samples will be delivered within a week

table 4







key drivers

## Driver *one*

### SAVVY CONSUMERS

The younger millennial generation have grown up in a recession, they are often very savvy with purchases. 57% will compare prices in store to see where they can get the best product for the cheapest price and of the highest quality (Anderson, M. and Anderson, M, 2018).

This also is why they may want to try products out before they buy so their purchase is not a waste of money and they are reassured they are buying the correct product for them.

This is the advantage of Mini Estee because it gives the customers an opportunity to try the products for a low cost before possibly buying the full sized product so customers are reassured they are buying the correct item for their specific needs.





## Driver Two

### INFLUENCERS INFLUENCING

In 2017 the most popular way of advertising to millennials was primarily pointed to influencers, bloggers and celebrities to promote products through their social media platforms. Companies trust influencers, bloggers and celebrities to advertise on their platform to promote, more than their own social media accounts as many influencers have a larger following than the brands themselves. This proves how much millennials and brands do trust influencers opinions, although customers are getting smarter and understanding that influencers are getting paid a large sum of money to say good things about products which maybe false.

Mini Estee does not pay any customers to write about any products, all reviews are 100% truthful from the customer so everyone knows everything is a separate opinion, even the negative reviews are presented to show transparency.

## Driver *Three*

### PERSONALISATION

A key part of Millennial/ generation Z shopping experience is that they want to be as unique as possible.

Customisation allows a consumer to make small changes to a product from a variety of options to make it more their own and they feel as though the product is totally theirs and no one else will have one like it.

This is why Mini Estee gives the option for customers to completely make their subscription package their own because they choose everything they get sent to them so they have their own unique delivery that they know they will like and no one else will have a package like theirs as everyone has different brands unlocked at different times and every customer has different preferences.





# Core





Amelia

## The Experimentals

### CORE CONSUMER

The 'Experimentals' are a tribe within young millennials and generation Z aged 16 to 25. They like to experiment with make up without much loyalty to products. This is evident in a Mintel report (evolution of subscription beauty) where on average 50% of around 1,000 16+ consumers do not stick to the same products, proving they like to experiment and try new products.

'The experimentals' will save for good quality products if they know that they are good quality and value. Therefore the sampling method will encourage consumers to eventually buy the full sized products because they know they like them. People at this age are savvy with beauty products, as they would rather sample to discover if it is worth the purchase rather than purchase a full sized products straight away and risk if the product is worth the money without testing it first.

As young millennials live a lot of their life online, they may build trust with beauty brands or specific products through online reviews, which are on YouTube, Instagram influencers and bloggers can build trust of audiences by trying the products and giving their opinion, which some viewers would trust. However people are becoming aware of how much influencers are getting paid, consequently losing their trust in the review.

However with Mini Estee, they are giving the younger millennials an opportunity to give their own opinion on products. This will hopefully revolutionise how people purchase quality make up

Primary research proved 72% of millennials trusted friends and family over an influencer. With the Mini Estee app people can connect with friends and family creating a community this method is the most trusted opinion for millennials, which means they will be influenced the most on this platform.



Age 19  
Studies English Literature at University  
Acorn classification E2 type 15  
Early Adopter  
Just before Bachelor stage of Life

Favourite brands to buy from;  
Urban Decay  
Topshop Beauty  
Maybelline  
MAC

Fragrance  
YSL Black Opium



Extended





*Julia*

51 *going on* 21

## EXTENDED CONSUMER

'51 going on 21' tribe place within generation X are influenced by their children, primarily daughters and want to experiment like them feeling like they are keeping up with the times. Wanting to feel as young as possible. They have a greater disposable income are able to afford to splash out.

They are likely to trust their children's reviews over advertising or counter sales. They will be more wise to false advertising. They may be keen to know how products will make them look younger from ingredients to application and to ensure it is a quality product.

The tribe is most likely to invest in skincare and fragrances. It would appeal receiving their chosen samples because they will then feel part of the Estee family and more in touch with the younger generation. When products are delivered they will hopefully feedback to friends and children. They are more likely to give detailed reviews on the app as they understand how much it can benefit the other users



Age 51  
Interior Designer Consultant  
Acorn classification H3 type 30  
Late Adopter  
Full Nest III

Favourite brands to buy from;  
Bobbi Brown  
Estee Lauder  
L'Oreal  
La Mer

Fragrance  
Coco Chanel





Sample  
Market



Mini Estee has both direct and indirect competitors combined as its unique in the market.

There is an appeal for Mini Estee as it provides the opportunity to purchase a wide variety of samples at the touch of a button and have social interactions with other users giving reviews of products. It is difficult to give accurate competitors and determine the overall success after launch in comparison to what is already on the market as it is a concept like no other.

## Over the *counter*

In many cosmetic shops it is possible to ask for free small samples. These encourage customers to buy the full sized product and it saves time trying on the products in store. People can apply it in the comfort of their own home and as part of their daily routine.

Some brands, including Estee Lauder make it more challenging to receive samples. Many people would take advantage, resulting in not buying products and coming back for more testers.

In primary research on the Estee Lauder and Bobbi Brown counters; customers have to appear genuinely interested in the product before a sample will be given to them. It would be wasting time and money on the free sample if the customer was never going to buy the full sized product. Therefore it is monitored carefully. The researcher discovered if a product was a 'new launch' ie for a foundation or primer, it would be easier and simpler to give the samples ? out as? they are harder to apply and try out at a beauty counter.





## Online Websites

There is the availability to receive samples online from Feel Unique. Customers can pay £3.95 for 5 very small samples with a limited variety to choose from. Many of the brands are not very popular. Therefore not giving a feeling of quality

There are also other free sample websites which customers can sign up to receive but there is no guarantee that customers will receive the free sample, sometimes it goes into a lucky dip or picked as a thank you for a review about the product.

On many beauty websites, if a customer makes a purchase over a specific amount, free samples will automatically be sent to them although young millennials are less likely to spend over £50. This is the average amount someone will have to spend to get the free samples.

Feel Unique have a 'try me' collection where customers can order a product and try the sample before opening the full sized product and if they are not satisfied with the sample they can send the unopened full sized product back, if they do like it, they can keep it.

On some websites people can sign up to receive free samples only if they write a review about the product.

## Subscription *Boxes*

Subscription to boxes are very popular concepts, Boxes of goods are delivered every month. Companies have researched many options to suit a variety of consumers, popular themes are; beauty, alcohol, pets and food.

The Concept is very appealing and popular as it gives small samples of products consumers may not be able to afford full sized straight away or try products they may of never used before, they also may not be sure they liked the product trying it once.

There is a unique personalisation concept behind many of the boxes. When customers create an account they put in their preferences, for example, hair and skin type, dietary requirements, age, gender and general preferences. This then makes the final delivered product personal and unique to each consumer.

One downside could be that some monthly boxes may be better than others. Customers may feel that they have wasted money on samples they do not want.

The average cost of subscription boxes is around £12-£20.





ESTÉE LAUDER

MODERN  
MUSE

ESTÉE LAUDER

ESTÉE LAUDER  
Sumptuous Knockout

## Applications

Apps are convenient, customers can access anything at the click of a button. There are various apps available to download in relation to beauty and cosmetics. Many apps offer customers products in augmented reality, a good feature to have if shopping online as it gives the customer a good insight in what the make up may look like before they order. Shopping is also available on the apps but not as many as augmented reality. Few apps offer samples, most are full sized products from large cosmetic brands.

## Why Mini Estee is *better*

### Over the counter

What makes Mini Estee unique is that over the counter it is harder to get samples of products like mascara, bronzer and eye pencils because they are not usually created whereas liquid products are easy to produce. Ordering samples through Mini Estee, the products are created in miniature form specifically which makes the experimental and testing process more appealing

### Online websites

With Mini Estee, every customer is guaranteed to receive their samples and they do not have to write reviews, although it would be harder to unlock different brand samples as the personal ratings rise if the customer writes reviews. The merchandisers also check the quality of each mini product therefore everything sent to customers will be a quality product

### Subscription boxes

Mini Estee gives the opportunity to personalise the box customers get delivered. They have complete freedom to choose the samples they want meaning greater satisfaction from the customers. Prior to purchase they can have read and compared them to other samples previously selected. With the added bonus that any product that the customer receives as a sample they receive 10% the full sized product if they choose to order. The price point is also similar to its competitors at £15 per month, but regular subscription boxes don't offer the additional discount.

### Applications

Mini Estee offers a lot more! Customers can order full sized products and samples with ease and there is no need for augmented reality.

table 5







SWOT  
*Analysis*

# strengths

# weaknesses

## Large History

Estee Lauder Companies are all well known valued luxury companies which people know and love and have been around for many years which shows there are guaranteed customers and people are definitely interested in the brands as Estee Lauder buys the companies that do well and is a threat to them

## competitive price point

Always keep the price for the subscription at £15 to keep it at a similar pricepoint to other competitors and get good value for money

## Offer classic products

So many of the brands having so much history it is inevitable that many of the products are well known and loved by many customers and the new customers can try them easily too

## customers may not need the service

keep new products running every month and unlock new brands to keep customers interested and prove that they need to discover new brands

## Make sampling easier

From primary research it is very hard to access free samples across the counter as there is nothing to put them in or they do not actually exist as a sample. Subscription boxes gives an opportunity to sample although it may not necessarily be a product the customer actually wants to sample which makes Mini Estee better as customers can pick what they want.

## only starting off with 30 products for each brand

If the app is a success there will be more availability to expand each range, although it is too much of a risk to start the launch with miniatures of every product as it could be too overwhelming and there is no guarantee it will be a success although there are guaranteed customers

## Creating honest reviews

No profile is filtered or paid for to write anything about any product, everything is truthful to give the customer a realistic view of the product so there is no fake views like on instagram with sponsored content.

## The truthful reviews will not be available on the launch day

This will be on the app only once people have started using it because the only reviews the companies currently have is only on their websites.

## New understanding of Estee Lauder Companies

The targeted demographic may not know as much as older generations about companies Estee Lauder holds as they can afford the products and have been around for longer. This cheaper, easier and more accessible way to getting more in touch with the brands will give the younger generations more of an understanding how good all the brands are.

# opportunities

## Expand more internationally

If there is success in the first year of Mini Estee in the UK there will be meetings held to expand to USA, Asia and Australia in the next 5 years

## Develop a way to make a barcode in store to link to the app to make a quick purchase

From the launch of the app, it will only sell the top 30 products from each company which means not every product has a miniature.

If the app becomes a success and expands there is a possibility to try and make a miniature version of every product possible which will mean it is easier to make a barcode for customers to use as there will be no limitations to the products they can order on the app.

## Get mini offline!

As Mini Estee expands there will be more events and opportunities for the subscribers to meet and make it more of a community than just being sat behind a screen.

# threats

## high competition

show consumers that Mini Estee is a need in their monthly spendings to explore new products and there is nothing like it on the market, also keep new products running every month on the app to stay up to date

## full sized high street products for a similar price point

Higher priced point products can be better for the skin in comparison to cheaper alternatives, therefore keep the advantages of using the products in the description of each product

## customers not purchasing full sized products, only sampling all the products

It is not possible to repeat purchase a sample which customers have already bought to encourage them to explore more and to buy the full sized that they like, although Mini Estee will still be making a profit even if all the customer does it keep the subscription going, although there is not enough samples to keep them stocked up of e.g. foundation for a whole months worth

## People not understanding the concept

there is availability for staff at shops and concessions to explain the process to customers, also fliers which explain at all till points along with a follow up e-mail once customers have made an account to further explain.

## younger generation still not wanting to pay/afford the service

there will be small offers throughout the year to encourage younger customers to purchase the subscription. There is also a target to parents who can afford the full sized products who will use the products for years so they can either pay for the subscription for them as a gift or to encourage their children to use the products they like themselves

the price of individual samples are very small, at most £3.50 which is not very large so the price point is reasonable, also the mini estee event in selfridges stores lets them purchase themselves too and not pay for delivery.

# Analysis of *sweet*

## *Strengths*

Mini Estee's strengths are it is designed to be a customer friendly subscription service. People get to personally pick the items on offer to them unlike other subscription services.

Estee Lauder Companies have a lot of heritage and sell many classic and cult products people cannot seem to live without! With the opportunity to experiment with the products the younger generations who cannot always risk buying the full sized, have the opportunity to try it and fall in love with the products earlier than their parents and hopefully invest into Estee Lauder Companies products sooner.

The online profiles and opportunity to openly write reviews on products will give the transparency of every product and give the customers an honest understanding of the products.

Overall, the strength of this concept is that sampling products will become a lot simpler and easier.





## *Opportunities*

Mini Estee has many opportunities when it develops, aiming to expand further to places such as USA, Australia, Europe and Asia over the next 10 years to make the Mini Estee community and team even larger to encourage more users and more people experimenting with the brands. With the expansion of Mini Estee it will have more profit, which means there will be more opportunities for press trips internationally. This will hopefully keep the subscribers using the application to tease them with upcoming ideas and stay excited about using Mini Estee. Further into the year as popularity grows there will also aim to be an increase in amount of stock on also which means there will be more opportunities to try out a wide variety of products being a subscriber for a year or ordering for the first time

## Weaknesses

Mini Estee has got some potential weaknesses. It is a risk to create and cannot be expected to be perfect at first launch due to one of the strengths being transparent reviews. At initial launch there will be no reviews. The only reviews will be the ones already on the companies' websites, which may not all, be as truthful as the ones which will be written once it has launched.

Many older customers can afford and already trust the products may not be as Savvy with IT and also may not wish to subscribe to Mini Estee. They will take the risk that the products will work for them. There is also a risk that customers will order the products they want to try, then unsubscribe which will not be good for the repeat sales. One of the main things that Mini Estee will do to conquer that is the launch of 5 new products every month to encourage new purchases and it will keep it exciting and to keep subscribing





smashbox

## *Threats*

Mini Estee has got many risks. It is such a big launch for such a big company. Competitors such as Birch and Glossy box are so huge, the risk is will customers subscribe to both or will they unsubscribe from both of them to be subscribed to Mini Estee? As there is such a large following on all social medias and many loyal customers to the bestseller products, there should be indefinite customers from launch day.

As the target audience is starting at the age of 16 it is a risk that they will not be able to afford to Subscribe. They may rather buy full sized cheaper products from high street stores as feeling they will they may get more for their money. This needs to be targeted and encourage the younger generation that they can experiment more with this concept and higher priced products are better for skin and quality.

Mini Estee is like no other subscription service with customers being able to pick the products they get delivered and have their own profiles combined the risk is, people may not understand the whole concept as it could seem complex to people and they may want a simpler process like the more popular subscription boxes.





*Operations*

## MARCH

Research Viability

Employ  
2 Marketing  
1 Director

**Availability to create the minis in Estee Lauder Companies factories Primarily conducted in the US, Belgium, Switzerland, the UK and Canada.**

Most of the manufacturing plants focus on producing a single product for several brands. Estee Lauder uses third parties on a globally for finished goods production.

legal cosmetics with HR

## MAY

In house website designers to **create the app and website**

### Employ new staff

2 merchandising  
2 buyers  
1 pr/communications  
1 social media

merchandisers and buyers work together to **order stock**

**social media start up** gaining as many followers as possible

Marketing and PR work together to **create events** to bring Mini Estee to life and **more tangible** than only being available online

## JULY

### MINI ESTEE LAUNCH

It will launch at **12:00pm** on the **1st July** (Estee Lauder's Birthday)

first 100 users get a surprise product from another brand they have not unlocked yet

**Monday 15th** discuss with merchandisers which products so far have been **successful** and make sure have **enough stock** sent to selfridges stores for event.

### Saturday 27th

Make customers aware of **Mini Estee week**

## APRIL

### Idea presented to

Estee Lauder Companies management

Location:

1 Fitzroy Place, 6 Mortimer St, London W1T 3JJ  
(Which will also be Mini Estee Head office)

## JUNE

Social Media and PR team to **promote the launch**

create **PR packages** for influencers to make them aware of the process

Marketing/PR **get in contact with Selfridges** of the launch of Mini Estee and about the Mini Estee week planned in August

## AUGUST

### Saturday 10th

**e-mail customers about Mini Estee week** and how it works where and when

### Saturday 17th-24th

**Mini Estee week**, make your own box in Selfridges (Manchester, Birmingham and London)

start process of creating **seasonal boxes**

Start discussion and **organising of the Mini Estee Brunch**

# How it will *start*

## PROCESS OF CREATION OF MINI ESTEE

### SEPTEMBER

**Monitor** how many people of the **targeted demographic** (16 to 25) go to the beauty counters now Mini Estee has launched

Meeting with the Mini Estee team to evaluate success and plans to make next **Mini Estee week** in **John Lewis stores** to be able to give **opportunities to people in more cities**

### NOVEMBER

Start **prepping for mini estee brunch** to take pressure off christmas work - **contact Sketch London**

**Seasonal promotions/ offers** (especially in and around Christmas to **encourage gifting of the subscription** or individual box and to keep the original customers paying for the subscription)

### JANUARY

**top 40** users brunch in London on **18th January 2020**  
location: **sketch London**

make **goodie bags** the week prior buy props

send out **pre brunch information**

### OCTOBER

**Merchandising** discuss which **products have been more successful** than others to know if more stock is needed to be bought for **Christmas rush**

**Awareness** to users of being able to be invited to brunch for **top 40 users** (**encourages** users to use the app more)

### DECEMBER

Web designers make **Christmas aesthetic** on the app/website

**Step up social media** as there needs to be as many sales as possible and **encourage customers that Mini Estee gifts** is what people want for christmas

### FEBRUARY

**year review**  
review profit or loss

year **app refresh** (inhouse web designers)

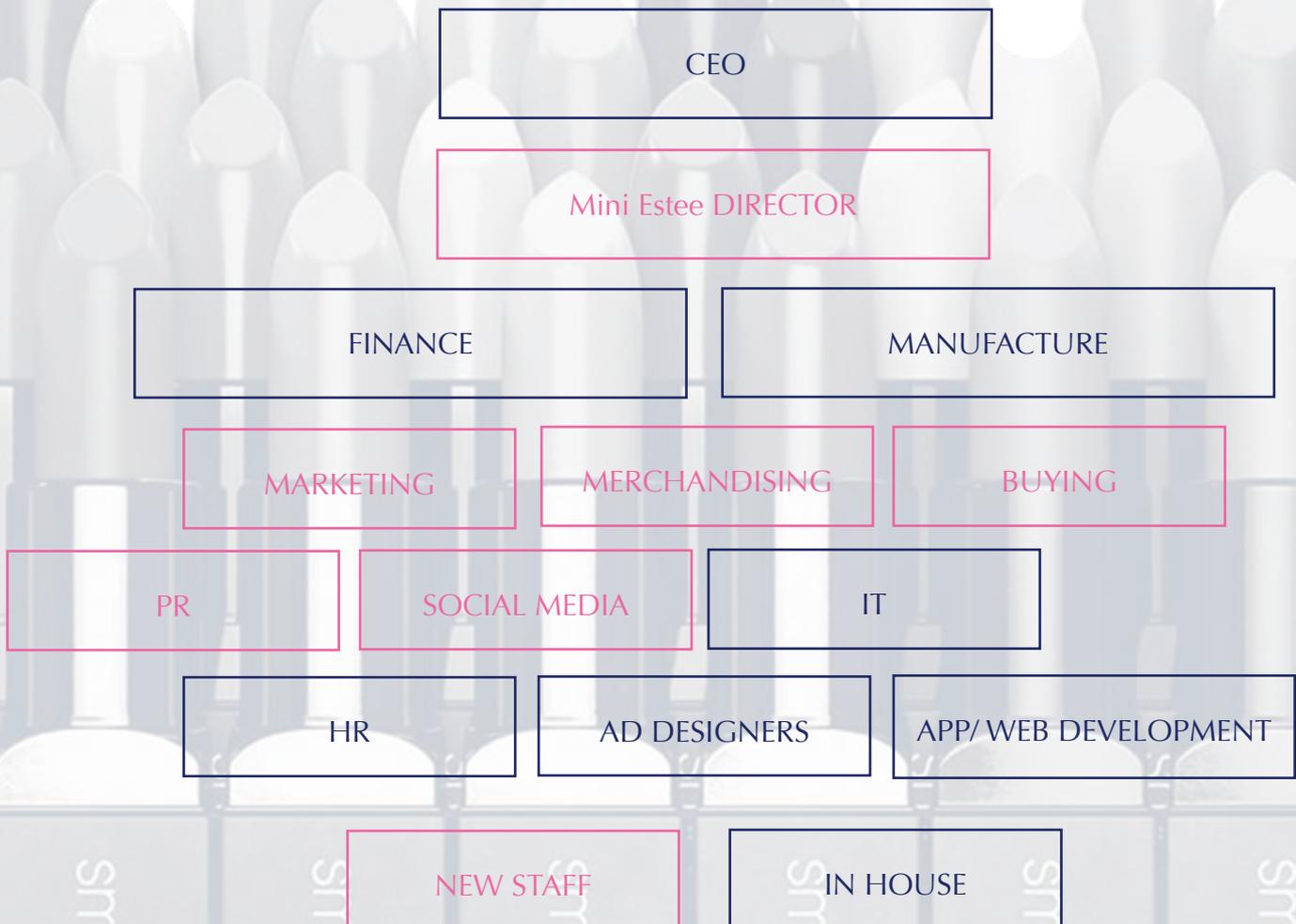
**Review** if more **full sized products** sales primarily by customers aged 16-25

Start **prepping Mini Estee week** for following month

**E-mail users** about the upcoming event

table 7

# Heirarchy



### *Finance*

The finance team will monitor the spenditure of Mini Estee will stay within budget and give more if needed

### *Director*

The Director will feed information down from the CEO to ensure all sales and promotions are on target with the forecasted targets.

### *Marketing*

The Marketing team will come up with ideas to promote the new concept and get customers on board with the idea

### *Manufacturers*

The Manufacturing team will create the products for the customers that they can purchase

### *Buying*

The Buying team will choose the 5 new products of that get released every month and check their quality for sale

### *Merchandising*

The Merchandising team will constantly monitor stock for each product to ensure there is enough for each month

### *PR*

The PR team will bring the event concepts to life and be the face of Mini Estee for the customers. They will also send out press releases and be in contact with influencers who will hopefully help promote the launch

### *IT*

The IT in house department can monitor the running of the app and website to ensure it is all running smoothly for the customers so they have an easy experience using Mini Estee

### *Advert Designers*

The in house advert designers will create the overall aesthetic for Mini Estee and create advertisements to put on posters and social media

### *Social Media*

The social media team will regularly post and boost as many followers on the social media pages to promote the launch to get people on board with the concept

### *HR*

The in house Human resources department will ensure all the customers and employees are happy and all legal matters are handled

### *App/ Web Development*

The in house app/web development will update the aesthetic it for seasonal holidays taken from the designers, also technically develop the navigation to keep it as easy for customers to use

table 8





Marketing

Marketing and PR collaborate to **generate interest and a buzz** for the launch on social media using the hashtag **#miniestee**

Create **advertisements** on all Estee Lauder Companies **social medias** to spread awareness and it has a larger possibility to reach a wider audience

Create Mini Estee social media accounts and **gain a large following**

Use in house designers to start **creating advertisements** for campaigns online and instore

## APRIL

**Increase of advertisements** across all social media platforms and instores

**PR send sample boxes to influencers**, get them talking about the concept and use **#miniestee** (not sponsored)

Do **instagram adverts** on news feeds until launch and target it at the 'experimentals' instagrams

## JUNE

**Saturday 10th**

**e-mail customers** about Mini Estee week and how it works where and when

**Saturday 3rd-10th- London**

**Saturday 10th-17th- Birmingham**

**Saturday 17th-24th - Manchester**

**Mini Estee week**, make your own box in Selfridges

(Manchester, Birmingham and London)

start process of **creating seasonal boxes**

Start **organising of the Mini Estee**

**Brunch**, make contact with Sketch London

## AUGUST

## MAY

**Send out fliers** to beauty counters in stores including department stores

Start **discussing with Selfridges** about Mini Estee week idea and possible weeks it is available to showcase

start **creating PR packages** for influencers send products that are not as popular for them to try out and 'experiment'

## JULY

# Mini Estee LAUNCH

large **social media presence**, lots of tweeting and instagraming and interacting with customers

**Saturday 27th**

Make **customers aware** of Mini Estee event on social media

**Snapchat filter** on the day of the launch for all people in the UK aged 18-34

Forecast to have on average **300k** followers on **instagram**

## SEPTEMBER

**Advertise seasonal boxes** starting in October which release every other month to gain a wider audience and for people who cannot afford a box every month or do not know what to try out

Meeting with the Mini Estee team to evaluate success and **plans to make next Mini Estee week in John Lewis** stores to be able to give opportunities to people in more cities in March

# 2019-2020

**Awareness** to users of being able to be **invited to brunch** for top 40 users (encourages users to use the app more)

## OCTOBER

Web designers make **Christmas aesthetic on the app/website**

**Physical invitations** go out to brunch **winners**

**Contact Sketch London** again to discuss props and overall aesthetic for event

**E-mail all attendees** with their **RSVP** at end of the month and invite more if some cannot attend

**step up social media** as there needs to be as many sales as possible and encourage customers that Mini Estee gifts is what people want for Christmas

## DECEMBER

**Review and evaluate** how Mini Estee sales and promotions did **over the festive season**

Start **prepping Mini Estee week** for

**E-mail users** about the upcoming event

**Mini Estee week** John Lewis

**Saturday 15th-22nd**  
(will hopefully **encourage people to subscribe** after the Christmas season being tight on money)

## FEBRUARY

## NOVEMBER

Towards the end of the month start **advertising boxes for Christmas presents** or offers for subscriptions as a gift

Start **promoting exclusive Christmas special products** for next month (to encourage users to keep subscription going through Christmas time)

## JANUARY

New year app/ website update with images

New Year, New Estee, **everyone unlocks a new brand** of their choice (encourage purchases as there will not be as many after christmas period)

'new year, new me' to join and subscribe

**Prep goodie bags** for event

**Brunch** at Sketch London on **Saturday 18th January**

Large **awareness of event on social media** to make people aware and excited to see and an **incentive to people to keep using** the app and get invited next time

## MARCH

**One year** of Mini Estee staff celebration party

# Marketing *Overview*

## **Social Media**

The overall marketing techniques for the Mini Estee launch is very social media driven as it is the key way in advertising to the core consumer aged 16-25 as they are on average spending 7.5 hours a day on the internet. As the demographic are online so much social media boosts on Instagram, Twitter and Facebook are essential as it is inevitable that they will see the posts.

## **Fliers and Posters**

Other ways of advertising is fliers and posters in and around the beauty counters of the Estee Lauder Companies stores and department stores such as Selfridges and John Lewis as it will catch the consumers eye when shopping and know that they have the opportunity to try sampling first when they have the products in front of them.

## **Underground**

The underground is also a key place to advertise as 1 in 5 London Underground users are aged 15-34 and the users have a 57% higher income average, proving that they will most likely be able to afford the service.

## **Events**

There will also be press events. One being a brunch for the top 40 rated users over the six months, which will then repeat in the next six months to encourage users to use the service to make the event as a reward. Mini Estee will also come to life in a Selfridges store a month after the launch to introduce to people if they have not seen the advertisements a few months prior to the launch and give people an opportunity to purchase from whatever brand they want and do not have to be subscribed or pay for delivery when they are there.

## **Press Sendouts**

Mini Estee does not believe in 'sponsoring' influencers as it does not portray a truthful review and contradicts the transparency and honesty Mini Estee's values hold. Therefore a month before the launch sample boxes will be sent to 100 influencers and 100 newspapers/magazines with the hope that they will speak their opinion of the idea which is hopefully positive as it shows a company has faith in their product if it is sent out for free.

For more information see Marketing Materials book







*Financials*

# Financial *plan*

	MARCH	APRIL	MAY	JUNE
<b>INCOME</b>				
NEW MONTHLY SUBSCRIBERS				
<b>TOTAL CUMULATIVE SUBSCRIBERS</b>				
<b>SALES @ £15 PER SUBSCRIBER PER MONTH</b>				
<b>LAUNCH BUDGET - 4 MONTHS</b>	£100,000	£100,000	£100,000	£100,000
<b>MINI ESTEE INCOME - CUMULATIVE</b>	£100,000	£100,000	£100,000	£100,000
<b>EXPENSES</b>				
<b>STAFF</b>				
STAFF COSTS	£6,667	£6,667	£16,667	£16,667
STAFF LAPTOP	£1,500		£3,000	
STAFF MOBILES	£150	£150	£450	£450
TRAVEL EXPENSES	£333	£333	£1,000	£1,000
<b>LAUNCH COSTS</b>				
SEND OUT P&P STOCK	£3,530.00			
SEND OUT - INFLUENCERS		£750.00		
SEND OUT- MAGAZINES		£750.00		
SEND OUT- POSTAGE		£450.30		
STOCK FOR 1ST 1.5 MONTHS				£300,000
<b>POST LAUNCH STOCK</b>				
MONTHLY STOCK				
MONTHLY POSTAGE				
CONTINGENCY STOCK				
<b>MINI ESTEE EVENT</b>				
SELFRIDGES LONDON STOCK				
SELFRIDGES BIRMINGHAM STOCK				
SELFRIDGES MANCHESTER STOCK				
INSERTS				
BAGS				
<b>PR/MARKETING</b>				
COSMOPOLITAN 1ST 30%				
COSMOPOLITAN 1ST 30%				
INSTAGRAM AD - NEW ACCOUNTS				£90
UNDERGROUND				
GLAMOUR PAPER 1ST 30%				
GLAMOUR PAPER 1ST 30%				
BUS STOP				£3,900
COSMO BEAUTY CHANNEL TAKE OVER				
<b>MINI ESTEE BRUNCH</b>				
GOODIE BAG				
MEAL				
ARRIVAL DRINKS				
EXTRAS				
<b>SUMMARY</b>				
INCOME	£100,000.00	£100,000.00	£100,000.00	£100,000.00
EXPENDITURE	£12,180.00	£9,100.30	£21,116.67	£322,106.67
<b>PROFIT &amp; LOSS - MONTHLY</b>				
<b>LAUNCH BUDGET</b>	£400,000.00			
<b>LAUNCH EXPENDITURE - 4 MONTHS</b>	£364,503.63			



**Staff Costs**

ITEMS NEEDED	QUANTITY	PAY
SOCIAL MEDIA	1	£20,000
MERCHANDISING	2	£40,000
DIRECTOR	1	£40,000
MARKETING	2	£40,000
PR/COMMS	1	£20,000
BUYER	2	£40,000
<b>TOTAL PER YEAR</b>	<b>9</b>	<b>£200,000</b>
<b>ALL PER MONTH</b>	<b>9</b>	<b>£16,666.67</b>

Computers @ £500 per laptop	9	£ 4,500
Phones @ £50 per month	9	£ 5,400

TRAVEL EXPENSES @ £1000 PM FOR THE TEAM		£ 12,000
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**Start up Costs & Initial stock**

ITEMS NEEDED	QUANTITY	COST
PRINTING FLIERS - 3P PER COPY	5,000	£ 150
OTHER PRINTING - 3P PER COPY	1,000	£ 30
JIFFY BAG PACKAGING @ 50P PER BAG	1,000	£ 500
POSTAGE @ £2.85 SMALL PARCEL	1,000	£ 2,850
<b>SEND OUTS</b>		<b>£ 3,530</b>
SEND OUT- INFLUENCERS	100	£ 750
SEND OUT- MAGAZINES	100	£ 750
PRE-LAUNCH POSTAGE	158	£ 450
STOCK FOR 1ST 1.5 MONTHS	40,000	£ 300,000

**POST LAUNCH STOCK**

ITEMS NEEDED	QUANTITY	COST
ONE MONTHLY PACKAGE	1	£ 7.50
AUGUST	25,000	£ 187,500
SEPTEMBER	80,000	£ 600,000
OCTOBER	120,000	£ 900,000
NOVEMBER	160,000	£ 1,200,000
DECEMBER	210,000	£ 1,575,000
JANUARY	230,000	£ 1,725,000
FEBRUARY	260,000	£ 1,950,000

CONTINGENCY STOCK (BESTSELLER)	50,000	£ 375,000
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**POST LAUNCH POSTAGE**

ITEMS NEEDED	QUANTITY	COST
POSTAGE (SMALL PARCEL)	1	£ 2.85
AUGUST	25,000	£ 71,250
SEPTEMBER	80,000	£ 228,000
OCTOBER	120,000	£ 342,000
NOVEMBER	160,000	£ 456,000
DECEMBER	210,000	£ 598,500
JANUARY	230,000	£ 655,500
FEBRUARY	260,000	£ 741,000

**MINI ESTEE EVENT**

AUGUST & FEBRUARY	QUANTITY	COST
August event - Selfridges London - Stock	2,000	£15,000
August event - Selfridges Birmingham - Stock	1,000	£7,500
August event - Selfridges Manchester - Stock	1,000	£7,500
February event - Selfridges London - Stock	2,000	£15,000
February event - Selfridges Birmingham - Stock	1,000	£7,500
February Event - Selfridges Manchester - Stock	1,000	£7,500
PRINTING - INSERTS	8,000	£240
BAGS @ 0.15	8,000	£1,200
<b>TOTAL</b>		<b>£61,440.00</b>

**PR & MARKETING**

PR	QUANTITY	COST	TOTAL
COSMOPOLITAN 1ST 30%	1 SNGL PG	£ 27,394	£ 27,394
COSMOPOLITAN 1ST 30%	1 SNGL PG	£ 27,394	£ 27,394
INSTAGRAM AD - NEW ACCOUNTS	9 PER MONTH	£ 10	£ 270
UNDERGROUND		£ 7,300	£ 43,800
GLAMOUR PAPER 1ST 30%	1 SNGL PG	£ 16,729	£ 16,729
GLAMOUR PAPER 1ST 30%	2 SNGL PG	£ 16,729	£ 16,729
BUS STOP	30	£ 130	£ 3,900
COSMO BEAUTY CHANNEL TAKE OVER	1	£ 19,990	£ 19,990
			<b>£ 156,206.0</b>

**Mini Este Brunch**

	QUANTITY	COST	TOTAL
GOODY BAGS - STOCK	40	£ 7.5	£300
MEAL	40	£ 30.0	£1,200
ARRIVAL DRINKS	40	£ 9.0	£360
ALICE'S EXTRA'S			£800
			<b>£ 2,660</b>

### **Mini Estee Reality**

In reality, if Estee Lauder were to launch Mini Estee it would take longer than 4 months to bring to market. This is simply because as part of a large organisation there would be a whole range of checks and approvals to go through, as well as design and the actual creation of an initial 200,000 items of stock. It would be expected that a timeframe of at least a year would be more realistic.

### **Overall cost**

The packages are based on a sell price of £15 per month. There are 5 items in a package and subscribers can choose the 5 items. It is estimated that each item will cost £1.50 to manufacture and with 5 in a package each month that will give a cost price of £7.50 for the items. One of the benefits of Mini Estee is that unlike competitors the £15 per month is 'all inclusive'. Both Birchbox and Glossybox both charge postage and packaging as extra. The millennial generation expect to pay the price as advertised with no hidden extras so it is believed that Mini Estee will be more successful by including these charges.

### **Stock**

The other key cost prior to launch will be stock. Whilst it is forecasted the stock needed is believed to be more than the first month of stock will need to be produced to allow some 'flexibility'. Being without stock in the first month would give a very poor customer experience. It is therefore forecasted to manufacture the full forecast of stock for month one as well as 50% of what is forecast for month two before launch.

### **Postage and Packaging**

Therefore, the cost of packaging and postage needs to be added to the cost price. It is estimated that the packaging will cost 50p, there would probably also be a 'flyer' insert at 3p per copy and then postage. A small parcel is £2.85. When these costs are added to the £7.50 for manufacture this give a total cost of £10.38 - The profit on each subscription each month would therefore be £4.62

### **PR and Marketing**

In terms of launch the proposed cost for a whole range of PR and marketing in the lead up to the launch both to existing Estee Lauder Company customers and potential new ones. There are costs in the budget for press send outs, adverts and a whole range of social media activities. Including advertising at key underground stations, bus stops and in magazines such as Cosmopolitan and Glamour so that the word gets out as far as possible.

In collaboration with Geoff Chandler - see collaboration evidence book

## Evaluating *Success*

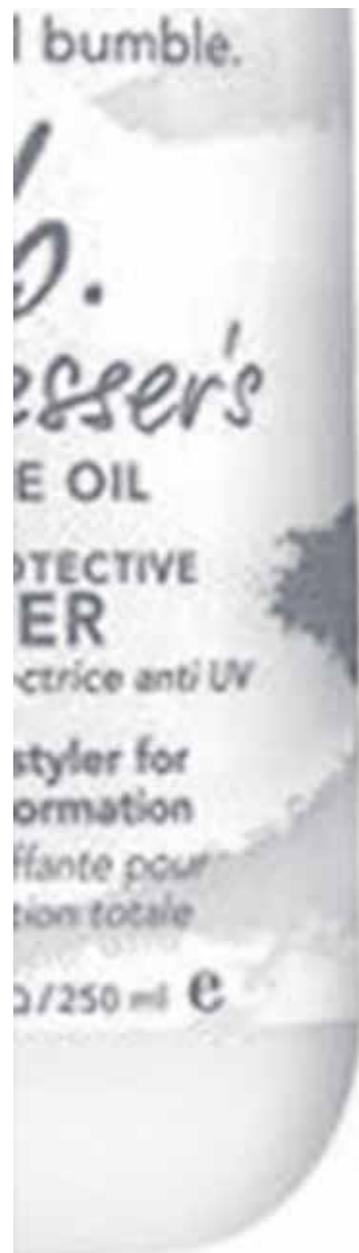
To ensure Mini Estee's performance will become a success for Estee Lauder Companies it will continuously monitor and evaluate the service and marketing plan. This is created especially in the first year to make the concept work seamlessly for the customers. This should increase the sales of full sized products by the target demographic of the 'experimental' generation as they begin to be more in touch with the brand than ever before.

Customer relationship management will also be monitored closely to ensure Mini Estee is as transparent as possible with regular interactions on social media and keeping all reviews on the products open for all customers to see, thus encouraging more people to join. Hopefully Mini Estee will be the first stop for people to check out a new product and know it is the most honest place.

The database will also check / monitor which demographics are using Mini Estee so marketing can target the least popular ages to try encourage people of all generations to subscribe.

The Financial forecast predicts that if there is most 260,000 subscribers in the first year making £3,900,000 it will be successful for Mini Estee with profits of £3,259,000.67

The evaluation process will continue throughout the next 5 years to monitor the peaks and troughs of the year of Mini Estee by the merchandisers, directors and marketing team collaborating together to make Mini Estee the biggest sampling method across all physical and online stores.





## Contingency *Plan*

If the overall launch and sales do not do as well as forecasted the plan is to shut down the sales aspect of the website and application then make the only way of getting the samples is to purchase them on the shop floor at £3 each at the specific shops for each brand. This will ensure all final stock is sold to make a final profit. This will still give customers a chance to experiment with the products although it will not be as easy to get hold of and delivered in the post.

The profiles and communication aspect will most likely move onto popular social media sites and the companies websites with hope customers will still write reviews on products to still give an opinion on their new purchases. Once all stock is sold the application and website will be shut down





# Mini going *Massive*

If Mini Estee becomes a success they could make millions for Estee Lauder Companies with the predicted increase in full sized product purchases and the rise of subscription box market.

By **year 2** there will be 90 products on offer for each brand, giving a wide variety for subscribers to choose from when placing an order. The amount of reviews per product will be a lot stronger and transparent as 260,000 subscribers are forecasted to be using the application/website. The subscribers will be reviewing as many products as possible to get their ratings higher to get invited to exclusive events throughout the year.

By **year 3** it is hopeful that there will be meetings around the plan to expand Mini Estee from the success of the 450,000 subscribers in three years. The expansion will firstly be to the USA, the original home of Estee Lauder Companies. There will also be plans to have events for the subscribers. Many will have already been invited to the celebratory brunch and will now need a new incentive to use the application more. There will then be bigger parties across more cities and special surprise products released only to certain customers to still give the exclusive feel and to keep them wanting to subscribe.

**Year 4** aims to have the process of releasing Mini Estee in the USA well underway with the release day the same as the UK (1st July) and the prediction of 350,000 subscribers in the first year. With the current knowledge of Mini Estee being a success in the UK which is a smaller market it is not too extreme to predict that there would be such a large amount of subscribers in the year in the USA as their population is almost 40 times the size of the UK

The overall subscribers of Mini Estee is predicted to be 1.2 million by year 5 calculating that the UK will be on 650,000 subscribers and the US will be on 550,000 because their subscriber rating will be higher from the higher population. At this point there will be nearly whole ranges of products from brands in miniature form now to give as many options as possible to customers to really experiment with anything they like. There will also hopefully be international celebration trips and more regular events to make Mini Estee feel more of a community than just being online, hidden and talking behind a screen.

Over the five years there should be increase in awareness of Estee Lauder Companies for the targeting 'experimental' demographic and more sales of full sized products as they will now be more of the working class age and know more about product ranges there is on offer that they can now invest into.

Forecasted rise in UK subscribers;

Second year:350,000

Third year:450,000

Fourth year:550,000

Fifth year: 650,000

These numbers are forecasted from the subscription box competitor 'Birchbox' as they on average had a 100,000 subscriber increase every year from launch in 2010.



## To conclude

Mini Estee will make sampling processes for all Estee Lauder Companies easier and the opportunity to sample products that were never available over the counter before. The overall experience of sampling products will be easier encouraging many more sales of the full sized products. There is a need for the 'experimental' generation to encourage further sales of full sized products and awareness of all the wide variety of Estee Lauder Companies.

Estee Lauder Companies have competitors with the subscription box market. Birchbox are already established with a large following.

Hopefully with more personalisation, the options which are determined by key drivers create something more bespoke that customers really enjoy having when shopping. It aims to give more of a competitive edge than the competitors.

Transparency is key to customers when purchasing products, they want value for money, the unfiltered, honest reviews will make their purchasing decisions easier.

To conclude there is an indefinite need for Mini Estee to be on the market now to increase sales from an up and coming demographic that want to experiment, Mini Estee is the most idea way for them to do this as Estee Lauder companies has everything to offer.