

BLOSSOM

Cosmetics - in a nutshell

CAL POLY

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Marketing Competition Executive Summary

INTRODUCTION

California almond production has been steadily increasing in the last decade, with a record of 3.2 billion pounds of almonds produced in 2021.¹⁸ One of agriculture's most cumbersome byproducts is almond shells. Dennis Shore, California almond farmer and processor, cites that "Almond shells have become a huge hassle for processors since they have cut back on burning them for electricity. Although there are a few uses for almond shells today, there is still way too much (waste). I often pay to get rid of my almond shell." Shells account for 19% of an almond's total weight, meaning in 2021, California produced an excess of approximately 608 million pounds of almond shells.² Currently, there is no sufficient, sustainable, or profitable outlet for almond farmers to dispose or reuse these shells.

Blossom Cosmetics grew from the dream of joining agriculture and cosmetics in a commitment to provide a sustainable, inclusive, and affordable eyeshadow pallet for our customers. **Blossom Cosmetics** supports California almond producers in turning their byproduct from a liability into a source of revenue which they can then invest in drought resistant varieties and other sustainable initiatives. Our cosmetic line will debut with a nude eyeshadow pallet, Essential Nudes, which is composed of pulverized almond shell powder at a consistency of 0-50 microns.¹ Upon the inevitable success of Essential Nudes, Blossom Cosmetics is driven to expand our cosmetic line, continuing to use almond shells in every product.

MARKET ANALYSIS

In 2020, the American beauty and personal care market was valued at \$93.1 billion.¹⁶ The natural and organic cosmetics market stood at \$9.8 billion worldwide.¹⁵ The Statista Consumer Market Outlook estimates that this figure will rise to 15.7 billion dollars by 2025¹⁶. The natural aspect of cosmetics is growing exponentially and indicates a steady and reliable demand. According to Statista, 67.87 million women in the U.S use powder eye shadow.¹⁶ The eye makeup market was valued at 15.34 billion in 2020 and is one of the most valued of cosmetic products.¹⁶ In 2021, 45% of 2,094 surveyed millennials took the presence of healthy ingredients into consideration when purchasing cosmetic goods.¹⁴

Blossom Cosmetics will target that 45% by detailed marketing on the all-natural ingredients in the Essential Nude pallet such as almond shell powder, 100% pure jojoba oil, cellulose and all-natural pigments like cocoa powder, nutmeg, dried beet, turmeric and allspice. In addition to natural ingredients, consumers are on the hunt for universally wearable makeup that is caused based.¹³ **Blossom Cosmetics** meets this demand by having nude shades compatible with any skin tone in a pallet that promotes sustainability in both cosmetics and agriculture.

Inclusivity is paramount in health and beauty products, worldwide, and is only becoming more vital in both marketing and product creation alike. Forbes and Launchmetrics recently looked into the data of several beauty campaigns, and found that diversity and inclusivity have become an essential part of successful, highly relevant brand messaging⁴.

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BASE FILLER- ALMOND SHELL POWDER



BINDER- 100% PURE JOJOBA OIL



SLIP- CELLULOSE



ALL NATURAL PIGMENTS

- Cocoa Powder
- Nutmeg
- Dried Beet Powder
- Turmeric
- Allspice

43% of respondents aged 18-29 value their organic beauty & personal care products to be **environmentally friendly**

36% of respondents ages 18-29 valued **resource-friendly** production

57% of US Women feel it is important to buy **all-natural** skin care products

49% of the 1,126 respondents; 18 years and older feel that it is important to buy **all-natural** makeup



COMPETITIVE LANDSCAPE

Blossom Cosmetics is sustainable because of two key factors. First, we utilize a byproduct that otherwise would go to waste. Second, is that our cosmetic line is talc free, an ingredient sourced from open pit mines worldwide that have irreversible effects on the environment and human body. **Blossom Cosmetics** is unique in the fact that our sustainability and affordability are not mutually exclusive, as is the case for many other competing make up brands.

Substituting talc with a renewable and inexpensive input like almond shells allows us to provide a product that is just as friendly to the Earth as it is to our customer's wallets. **Figure 1** Illustrates where the Essential Nude pallet stands amongst its competitors with relation to being talc free and at a price point of \$17.99. Affordable is defined as being below \$15 and expensive is defined by being above \$25.

Pallets like Urban Decay⁶ are at a high price point and use talc whereas pallets such as Elate⁴ are also at a high price point but do not use talc (Quadrant 4, Quadrant 3). Pallets from Maybelline⁸ use talc and are affordable (Quadrant 4). While some products from companies like bareMinerals⁵ are affordable and talc free, they do not make use of an agricultural byproduct as **Blossom Cosmetics** does (Quadrant 3).

FIGURE 1: EYESHADOW POSITIONING MAP



MARKET SEGMENTS



Glamorous Graduates

- Jesse is her mid 20's, just graduated, and just moved to a big city for a new job.
- Follows trends, budgets, and wears makeup.
- Prefers what is known today as the "makeup no makeup" look, with neutral shades steering away from bold/obvious colors.
- Eager to purchase products that reflect her environmental and personal health values.
- Looks to social media for cosmetic advice, tutorials, and product recommendations.



Thirty and Thriving

- Renee is a new mom to a beautiful baby girl and currently on maternity leave.
- Looking for makeup products that give her that natural glow while at home or when looking to escape for a date night.
- Passionate about supporting environmental causes and wants to focus on purchasing products that align with her values.
- Seeking products she can purchase online and that are affordable

Mission- Blossom Cosmetics will provide sustainable, affordable, and inclusive cosmetic products that utilize the agricultural byproduct of almond shells in an effort to perpetuate the symbiotic relationship between environmentally conscious agriculture and cosmetics.

PRIMARY RESEARCH

Blossom Internal Marketing surveyed nearly 5,100 primary makeup consumers who have purchased makeup within the past year and introduced them to our product concept. Among respondents:

When purchasing makeup online, 38.5% of respondents prefer to purchase their products from a "Direct to Consumer Brand Website."

46.4% of respondents stated that they purchase eyeshadow pallets with a price between \$10-\$20.

The top 3 attributes respondents are looking for in an eyeshadow pallet are the following: Color Scheme, Price, & Quality Ingredients.

49.4% of respondents stated that they seek out Social Media Posts and Social Media Influencers to learn more about makeup brands.



STRENGTHS

- Inexpensive input
- Reliable and continuous ingredient source
- Inclusive to all complexions
- Transparent at every level, from ingredients to mission statement
- Two year shelf life

OPPORTUNITIES

- Create a secondary market for almond shells
- Expand from eyeshadow into a complete almond shell based cosmetic line
- Unite agriculture and cosmetics in a symbiotic relationship

WEAKNESSES

- Our products are not recommended for those with nut allergies
- Completely new idea in cosmetic market
- No brand recognition

THREATS

- Drought restrictions on almond production
- Fear surrounding nut based cosmetic products as many nut shell exfoliants found to be abrasive and damaging

FIGURE 1 SOURCES

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KEY PLANNING ASSUMPTIONS

- Blossom will have a sufficient and consistent supply of almond shells
- CA's almond production will continue to increase to support the demand for natural cosmetics and create a new revenue for producers.
- Blossom's essential nude eyeshadow pallet will receive adequate shelf space from retailers

OBJECTIVES

- Reach 2% market penetration within within the natural cosmetics market by year one
- Yield over 100% return on marketing investment (ROMI) by year two
- Reduce customer aquisition cost (CAC) by 30% by year three
- Gain 3% market share in the natural eyeshadow segment by year three

STRATEGY STATEMENT

Blossom cosmetics will transform agricultural biomass and cosmetics into an **inclusive, affordable, and sustainable** eyeshadow pallet for glamorous graduates and young mothers alike.

GOAL

Blossom Cosmetics will tap into the unlimited potential of almonds shells to create a sustainably sourced and produced eyeshadow pallet that will financially benefit California almond farmers.

ACTION PLAN

PRODUCT

Blossom Cosmetics, "Essential Nudes" is an almond shell based eyeshadow pallet with 12 neutral shades to complement users makeup look for every occasion. Our pallet uses one of the largest agricultural by products, almond shells, and creating an all inclusive, sustainable, and affordable eye shadow pallet.



PLACE

Blossom, specifically in the initial stages of production, will be heavily reliant on its e-commerce site. On this page, we hope to not only make sales, but also tell our story. Sales can be made through our E-commerce sight and be shipped directly from the Blossom warehouse to the consumers front door.

After generating significant online sales and media coverage, we will debut our products in small natural grocery stores in Marin, San Luis Obispo, and San Diego Counties. After success in California, Blossom will venture into other west coast retailers and eventually be available for purchase at your local Rite Aid or Ulta beauty.

PRICE

Blossom Cosmetics "Essential Nudes" pallet will be sold at a retail price of \$17.99. Blossom will sell these pallets for a wholesale price of \$8.99, leaving retailers with a 100% markup. We are projecting out production cost to be around \$3.15/pallet which would give Blossom a markup of 185%.

PROMOTIONS

Blossom Cosmetics integrated and vigorous promotional strategies focus on appealing to retailers, *Glamorous Graduates*, and *Thirty and Thriving* alike. Our marketing time will push products to retailers via a strong e-commerce presence that is backed by multiple social media influencers. Our face-to-face and online interactions will build a powerful network to draw in *Glamorous Graduates* and *Young Moms*. Via our social media presence and networking, Central Coast Marketing will create thoughtful promotions that encompass our brand's core values and create a sense of customer loyalty.

SUPPLY CHAIN

Orchard



Almonds are grown throughout California, primarily in the Central Valley. Harvest occurs from August to October.

Hulling and Processing

Almonds are then sent to Mariani Farms huller where hulls are removed and then to Patterson Nut Processing facility where the shell is removed.



Grinding



Patterson Nut Processing will grind Almond Shells on-site into a fine powder. **Shipping**



Powder is shipped to Blossom manufacturing and packing facilities in the Central Valley South of Modesto.

Manufacturing and Packaging

Blossom facilities recieves the powder. All other ingredients are added and pressed in tins to create eyeshadow. Tins are place in pallet and packaged. cases of 12 are placed on a pallet. Each pallet contains 60 cases. Pallets are placed in room temp storage.



Retailer



Blossom products are shipped to retailers for Glamorous Graduates and Thirty and Thriving Mothers to enjoy.



TRADE PROMOTIONS

These promotions will be geared towards building and maintaining strong relationships with retailers. Our sales manager will manage key accounts and successfully obtain new connections.



- Blossom Cosmetics will offer case discounts to retailers on a first purchase basis as a risk-free trial. These case discounts include: 300 pallets that will be marked down 100%. Retailers will gain 100% of the profit and are able to bring the power duo of agriculture and cosmetics into their shelves.
- Blossom Cosmetics will host a booth annually at one of the largest trade shows in the cosmetic industry, the Cosmoprof Trade Show.



INITIAL EXPOSURE

These promotions will play an integral part in highlighting **Blossom's** core values of sustainability, affordability, and inclusivity that are incorporated into our Essential Nudes eyeshadow pallet to both Glamorous Graduates and Young Moms alike.

FARMERS MARKET SAMPLING

- Blossom will be at Farmers Markets where free single color samples will be handed out to individuals who follow our Instagram and post a story or feed photo with #BetterwithBlossom.
- This will create connections with potential consumers in areas where our target market is concentrated and create promotion for Blossom

E-COMMERCE LAUNCH CAMPAIGN

- Blossom will do a week long campaign leading up to the launch of e-commerce sales.
- The launch will include product giveaways for reposting and commenting, partnerships with other brands that share our values, daily posts and stories, and demo posts with special guests.
- This will build following and excitement for the e-commerce sale launch.

MEET BLOSSOM EVENT

- Blossom will do pop up events at local wellness stores. These will include drinks, music, demos, makeovers, and product raffles.
- These events will showcase Blossom's products while also involving and highlighting the local businesses products as well.

DIGITAL MARKETING

Glamorous Graduates and *Thirty and Thriving Mothers* are reliant and respect opinions of their **online networks**. Blossom's digital marketing will connect with their target markets by showcasing Blossom's core values.

Instagram and Snapchat and Twitter

- Weekly posts via Instagram and Twitter will highlight Blossom's pallets, sustainability efforts, and styling tips. Snapchat will be used to post videos of eyeshadow application.



Influencers

- Social Media influencers and makeup bloggers will be identified and sent promotional products to review and feature in their content.
- **Blossom** will strategically partner with social media influencers on Tik Tok & Instagram such as: Mikayla Nogueira, Sean Garrette, Kourtney Kardashian, & Gwyneth Paltrow.



Website

- The Blossom website will have a store locator, product tutorials, allow customers to sign up for email subscription, product information, details on local product sourcing, customer service options, link to socials, product, and information on our story.

Pinterest

- Our Chief of Marketing will create posts highlighting our pallets inclusive and exceptional eyeshadow tones, high quality ingredients, & our partnerships with cosmetic influencers.
- Promoted Pins will increase awareness to potential customers based on pre-selected demographics.

PUBLIC RELATIONS

Events will generate excitement for the **Blossom** brand and public relations will show **Blossom's** commitment to its values. Content generated by these promotions will be shared via **Blossom's** social media channels and will encourage follower interaction.

Recycle for Reduction

- Blossom will allow customers to send back pallets once used in return for a coupon which can be used for a discount on the customers next purchase of a Blossom Cosmetics product.
- This incentive will promote customers sending back used pallets and will allow Blossom cosmetics to recycle them, minimizing Blossom's environmental impact.

Blossom For Women's History

- During March, Blossom will celebrate women's history by advertising a giveaway through our social media and website. People can nominate women in their life whom they believe to have made a positive impact on the world. On the last day of March, Blossom will select and highlight 75 women who will receive a free pallet and one-time discount for future purchases.

Thank a Farmer

- Our "Thank a Farmer" initiative will focus on showcasing our partnerships with California almond farmers who provide our almond shells and helped to create a space for agriculture and cosmetics to co-exist.



MARKETING EXPENSES



Female owned & operated

EST. 2022



Carsen Beckwith

Chief of Business Development



Allison Jensen

Director of Agricultural Relations



Sarah Schulman

Chief of Sales and Distribution



Colby Scheuber

Chief of Financial Operations



Maxine Meckfessel

Director of Marketing

	Year 1	Year 2	Year 3
Marketing Team	\$125,000.00	\$120,000.00	\$130,000.00
Trade Promotions	\$ 50,000.00	\$ 65,000.00	\$ 70,000.00
PR Package Promotions	\$ 30,000.00	\$ 40,000.00	\$ 50,000.00
Digital Marketing	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00
Case Discounts	\$ 50,000.00	\$ 55,000.00	\$ 60,000.00
Blossom Cares Initiatives	\$ 20,000.00	\$ 25,000.00	\$ 30,000.00
Total:	\$325,000.00	\$355,000.00	\$390,000.00

*Includes Marketing Director, Sales Manager, and Brand Ambassadors

FINANCIAL ANALYSIS

Almond Shells will be purchased from farmers located in the heart of the Central Valley. When purchasing almond shells from family farms, we want to support farmers and create a new stream of revenue for them. Although, farmers would normally give away nut shell we will be purchasing nut shell for \$100 per ton.

In our first three years, we are setting the sales goals of \$500,000, \$1 million, and \$2.5 million, respectively. Blossom will be profitable by year 2, and profits will increase in year 3.

Majority of sales will be done through our online website in the first and second year. In years 2 and 3, we will transition into retail locations and online retailers.

INCOME STATEMENT

	Year 1	Year 2	Year 3
Sales	\$503,440.00	\$1,078,800.00	\$2,508,210.00
Revenue	\$ 25,172.00	\$ 53,940.00	\$ 125,410.50
Net Sales	\$478,268.00	\$1,024,860.00	\$2,382,799.50
COGS	\$176,400.00	\$ 378,000.00	\$ 878,850.00
Gross Profit	\$301,868.00	\$ 646,860.00	\$1,503,949.50
Marketing Expenses	\$325,000.00	\$ 355,000.00	\$ 400,000.00
Net Profit	\$ 23,132.00	\$ 296,960.00	\$1,103,949.50
Profit Margin	5%	28%	44%

MONITORING AND MEASURING

Market Penetration

Objective: Reach 2% market penetration by year one

- Analyze market through bi-annually survey consumers using Qualtrics.

Action: Concentrate product showings and exposure to large frequently visited by market segments.

- Develop new promotions in poorly penetrated areas

Customer Acquisition Cost

Objective: Reduce CAC by 30% by year three

- Monitor marketing budget to calculate CAC quarterly.

Action: Expand Marketing to new geographic areas and new platforms

- Continue to review strategy and expenses of all marketing techniques to see what is most effective

Return on Marketing Investment

Objective: Yield over 100% ROMI by year 2

- Compare revenue to marketing expenses

Action: Continue to invest heavily in marketing campaigns with the greatest return

- Use to evaluate marketing techniques

Sales Revenue

Objective: Gain 3% share of the natural eyeshadow market by year three

- Compare sales revenue from year to year against Blossom's past years and competitors

Action: Expand product line to different color pallets and other makeup products.

- Increase point of purchase displays and samples

CONCLUSION

In conclusion Blossom's Internal Marketing Team is excited to work with Blossom to utilize the once neglected almond shell and transform the cosmetic industry as a whole, while generating an additional revenue for California almond growers. Blossom will introduce the innovative almond shell powder based eyeshadow pallet to the market. Blossom will utilize aggressive omnichannel marketing through farmers markets, small local businesses, influencers, social media, and retail store presence. This will capture *Glamorous Graduates* and *Thirty and Thriving* mothers alike earning 3% of the market penetration and profit margin of 44% by the end of year three. Blossom is sustainable, inclusive, and affordable cosmetics in a nutshell that will merge cosmetics and agriculture to create a better tomorrow.

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