

ENTRANCE REQUIREMENT PROJECT | BEAUTY INDUSTRY MERCHANDISING & MARKETING

Imagine you are a Product Representative for a well-known cosmetic company and your job is to develop and launch a new Cosmetic or Fragrance.

Beauty Industry Merchandising & Marketing Exercise

PART ONE

Describe the average customer for whom you are developing the product.

Include the following:

- > Age range
- > Gender
- > Environment (urban, suburban, country, etc.)
- > Income range
- > Lifestyle (job, leisure activities, family life, etc.)
- > Values and viewpoints
- > Marital status
- > Education

PART TWO

Describe the characteristics of the product and the packaging and WHY it will appeal to your customer.

Include the following:

- > Name of the company
- > Function of the product
- > Color
- > Size
- > Shape
- > Price points

IMPORTANT NOTES

Use 8.5" x 11" paper and any medium you feel comfortable with, including colored pencils, felt tip pens, watercolors, etc. (but no pastels, chalk or charcoal), along with computer graphics, magazine/catalog clippings, or photographs to present your work.

Be prepared to discuss the types of customers targeted and the types of merchandise shown in your project.

Your work will be reviewed for creativity and quality of presentation. Remember: A neat presentation is always advantageous. All work submitted to FIDM becomes the property of the college and will not be returned.