

LAN HUI Marketing Strategy

Mission: make a success in France

STP

Segmenting : EUROPE-French market

Targeting : women/more than 25 yrs old/upper middle class/urban area/orchid lover

Positioning : luxury cosmetic market

Product

Focus on 4 main products:

Essential oils, serums, creams, perfumes

Main Ingredients: Orchid Embryo

- Antioxidant capacity

- Iron ion chelation ability

Effect: Avoids wrinkles, Blemishes and skin protection



Packaging: keep the Cheng Lan classic series design and packaging



Price

Compared to the other international brand which also sell flower related products : Dior, Lancôme, Sisley, Guerlain

After adding VAT 20% and Tariff 12.5%, Cheng Lan's 4 main products will be...

Most expensive in :

Essential Oil, Perfume

Most competitive in :

Serum, Cream



Place

3 ways of distribution

- **Luxury shops(high-end department store):**

Galleries Lafayette, Printemps

- **Franchise duty free shop** : Aélia (in French, United Kingdom, Italy and Poland airports)

- **E-clat:** 60m², share rent costs, several brands associate to facial & body care products

- **Partnership:** Body-shop, Yves Rocher, Lush, L'Occitane



Promotion

Online:

- Storytelling ad &s shared massively on social media

- Advertise on YouTube, FB, Instagram

Offline:

- Launch a party with gift set

- Be presented in beauty events

- Be featured in « Madame Figaro »

- Celebrity endorsement e.g. Lure Hsu, Frédéric chau



MARKETING BUDGET

Offline marketing: magazine, endorsement, press releases

Web: blog, landing page, new website, email newsletter

Social media: twitter, facebook, instagram, google+, content creation

Event: location/ equipment rental, event staff, flight/driving/catering staff, gift bags

Other: packaging design, member cards

