TATCHA: Marketing the Beauty Secrets of Japanese Geisha

Global Skin Care Market
Thecasesolutions.com

Three Market options
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China

How to do?

Three Market options
China Japan Europe

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TATCHA: Marketing the Beauty Secrets of Japanese Geisha

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<table>
<thead>
<tr>
<th>Region/Country</th>
<th>Brand Name</th>
<th>Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Europe</td>
<td>Olay</td>
<td>Y249K</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>SK-II</td>
<td>Y264K</td>
</tr>
</tbody>
</table>

Group 10

Three Market options

- China
- Japan
- Europe

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P&G
mainly beauty premium brands

Olay
SK-II

How to do?

China can think big (China Sales, large-scale offerings), with other parts, focus on category

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P&G
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SK-II
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- first launched in Japan and gets success at Japan
- awareness ratings rose from around 20% to over 70%
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# Global Skin Care Market

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<table>
<thead>
<tr>
<th>Region/Country</th>
<th>Retail Sales ($million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Europe</td>
<td>8,736</td>
</tr>
<tr>
<td>North America</td>
<td>6,059</td>
</tr>
<tr>
<td>Asia/Pacific</td>
<td>11,220</td>
</tr>
<tr>
<td>WORLD TOTAL</td>
<td>47,112</td>
</tr>
</tbody>
</table>

Exhibit 11 Global Skin Care Market Size: 1999

The table proved that the markets to be growing
World total-(Taiwan+Hong Kong+ Japan)= **39,445**
Three Market options

China

Japan

Europe

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<table>
<thead>
<tr>
<th>Region/Country</th>
<th>Retail Sales ($million)</th>
<th>Two-year Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia/Pacific</td>
<td>11,220</td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>1,022</td>
<td>28</td>
</tr>
<tr>
<td>Japan</td>
<td>6,869</td>
<td>6</td>
</tr>
<tr>
<td>South Korea</td>
<td>1,895</td>
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</tr>
<tr>
<td>Taiwan</td>
<td>532</td>
<td>18</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>266</td>
<td>6</td>
</tr>
</tbody>
</table>
How to do?

China can divide into three class, from the wealth China, such as Shanghai, have large potential on skin care market. → $10 million to $15 million in sales

China's population and low-cost beauty consultants .→ help them create high returns.