

Mistura Beauty Solutions

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elianto

- Begin in 2005
- Italian word "Elianto" = Sunflower
- Sunflower - show signs of energy and a sense of fun
- Offers beauty-wear products: skin & body care, make up, fragrances etc.
- Uses high-quality natural ingredients
- Has more than 100 outlets within Malaysia and around the world



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In 2005, Italian entrepreneur, Maurizio Elianto, launched his beauty brand, Elianto, in Italy. The brand is now a leading beauty brand in Italy and is expanding its presence in other markets.

MARKETING MIX
The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle.

BRAND VALUES
The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle.

MARKING MIX
The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle.

"everyday beautiful"

Vision:
Elianto believe that everyone is beautiful and able to express their beauty everyday



MARKETING MIX (4P)

PRODUCT: Elianto offers a wide range of beauty products, including skincare, makeup, and fragrances. The brand is currently in the growth phase of its life cycle.

PLACE: The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle.

PRICE: The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle.

PROMOTION: The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle.

MARKETING STRATEGIES

Target Market: The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle.

Competitors: The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle.

Conclusion: The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle. The brand is currently in the growth phase of its life cycle.

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Began in 2005

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In 2010,

Brand extension: Elianto Make Up

- reach more mature and sophisticated audience
- focuses more on selling make-up products

BRAND CONCEPT



*"everyday
beautiful"*

Vision:

Elianto believe that everyone is beautiful

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In 2016,

Brand extension: Elianto Make Up

- reach more mature and sophisticated audience
- focuses more on selling make-up products

BRAND CONCEPT



1. First brand that uses the 'island concept' within their stores

Reason:

- highly accessible to customer flow
- easily spotted in the middle of walkways

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2. **Green color:** sense of nature and health

- Uses all-natural ingredients for their products

3. Affordable prices: increase market coverage



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BRAND VALUE

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Elianto embrace their consumer's freedom on choices by providing them as much products they could.



Elianto is caring about everything they do and everyone in touch, whether it's their own people, customers, community, or the global.



Elianto is always daring to be artistic, innovative, creative fun, and energetic throughout their journey.



Elianto values leadership within the community, and are always ready to commit their best in everything in order to achieve higher or world-class standards with their passion and spirit.