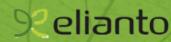
## Mistura Beauty Solutions

The Case Solutions.com

#### Thecasesolutions.com



- 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



### "everyday beautiful"

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

















MARKETING MIX (4P)







Thecasesolutions.com

elianto

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"everyday beautiful"

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# 9 elianto

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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







# BRAND VALUE Thecasesolutions.com



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.