

Thecasesolutions.com

The Beauty of Sorbet

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- 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



ELIANTO
Thecasesolutions.com
In 2005, Thecasesolutions.com was founded by two entrepreneurs who had a passion for natural ingredients and a vision to create a unique beauty brand.

BRAND CONCEPT
1. The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.
2. The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.
3. The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.

BRAND VALUES
The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.

BRAND OBJECTIVES
The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.

"everyday beautiful"

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



Elianto
Thecasesolutions.com
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MARKETING MIX (4P)

PRODUCT
The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.

PLACE
The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.

PRICE
The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.

PROMOTION
The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.



COMPETITORS

THE FINE HOUSE
The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.

HERMÉ
The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.

MARKETING STRATEGIES

Event promotions
The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.

Membership & Loyalty Program
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Academy courses
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Online channels
The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.

E-commerce expansion
The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.

CONCLUSION
The brand is a natural beauty brand that is focused on natural ingredients and a sense of fun.



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In 2016,

Brand extension: Elianto Make Up

• reach more mature and

sophisticated audience

• focuses more on selling make-up

products

*"everyday
beautiful"*

BRAND CONCEPT



Vision:

Elianto believe that everyone is beautiful

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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

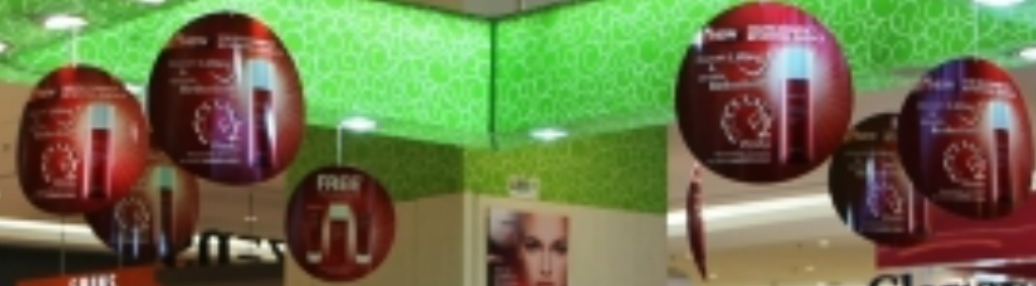
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2. **Green color:** sense of nature and health

- Uses all-natural ingredients for their products

3. Affordable prices: increase market coverage

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KEDAI KOSMETIK PK-15
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SALE
SALE
SALE
Hush Puppies

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BRAND VALUE

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Freedom

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



Caring

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



Artistic

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



Value Leadership

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.