

Natura: Exporting Brazilian Beauty

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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 vision of creating a natural beauty brand that would be loved by everyone.

BRAND CONCEPT
The brand concept is based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

BRAND VALUES
The brand values are based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

BRAND OBJECTIVES
The brand objectives are based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

"everyday beautiful"

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



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MARKETING MIX (4P)

PRODUCT
The product is based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

PLACE
The place is based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

PRICE
The price is based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

PROMOTION
The promotion is based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

SUPPLY CHAIN & MANAGEMENT

The supply chain and management is based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

COMPETITORS

The competitors are based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

TARGET MARKET

The target market is based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

MARKETING STRATEGIES

Digital presence
The digital presence is based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

Membership & Loyalty Program
The membership and loyalty program is based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

Brand Awareness
The brand awareness is based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

Digital Channels
The digital channels are based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

E-commerce expansion
The e-commerce expansion is based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.

CONCLUSION

The conclusion is based on the idea of creating a natural beauty brand that would be loved by everyone. The brand is based on the idea of creating a natural beauty brand that would be loved by everyone.



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cosmetics

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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"*

Vision:

Elianto believe that everyone is beautiful

BRAND CONCEPT



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Brand extension: Elianto Make Up

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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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Clariancy

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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.