

Thecasesolutions.com Princessa Beauty Products

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



ELIANTO
Thecasesolutions.com
In 2005, Thecasesolutions.com was founded by a group of young entrepreneurs who were passionate about natural beauty products.

MARKET CONCEPT
1. The casesolutions.com brand concept was developed in 2005.
2. High quality natural ingredients.
3. Thecasesolutions.com brand concept was developed in 2005.
4. Thecasesolutions.com brand concept was developed in 2005.

BRAND VALUES
Thecasesolutions.com brand values are based on the following principles:
- High quality natural ingredients
- Affordable prices
- Excellent customer service

BRAND OBJECTIVES
Thecasesolutions.com brand objectives are to become the leading natural beauty brand in Malaysia and around the world.

"everyday beautiful"

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



Elianto
Thecasesolutions.com
In 2005, Thecasesolutions.com was founded by a group of young entrepreneurs who were passionate about natural beauty products.

MARKETING MIX (4P)

PRODUCT
- High quality natural ingredients
- Affordable prices
- Excellent customer service

PLACE
- High quality natural ingredients
- Affordable prices
- Excellent customer service

PRICE
- High quality natural ingredients
- Affordable prices
- Excellent customer service

PROMOTION
- High quality natural ingredients
- Affordable prices
- Excellent customer service

SUPPLY CHAIN & MANAGEMENT

Supplier → Production → Distribution → Retail

COMPETITORS

THE FINE HOUSE
- High quality natural ingredients
- Affordable prices
- Excellent customer service

HERMOC
- High quality natural ingredients
- Affordable prices
- Excellent customer service

MARKETING STRATEGIES

Direct promotion
- High quality natural ingredients
- Affordable prices
- Excellent customer service

Membership & Loyalty Program
- High quality natural ingredients
- Affordable prices
- Excellent customer service

Word of mouth
- High quality natural ingredients
- Affordable prices
- Excellent customer service

Digital channels
- High quality natural ingredients
- Affordable prices
- Excellent customer service

E-commerce engagement
- High quality natural ingredients
- Affordable prices
- Excellent customer service

CONCLUSION



Thecasesolutions.com Princessa Beauty Products

Thecasesolutions.com

 elianto

Begin in 2005

Italian word "Elianto" = Sunflower

eliANTO

Thecasesolutions.com

In 2016,

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

Thecasesolutions.com

 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





Thecasesolutions.com

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

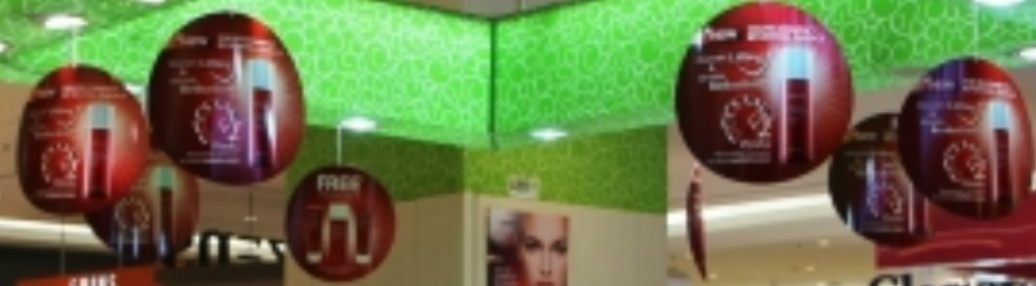
Thecasesolutions.com

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

- Uses all-natural ingredients for their products

3. Affordable prices: increase market coverage

elianto elianto



Thecasesolutions.com



Thecasesolutions.com

elianto

Thecasesolutions.com

BRAND VALUE

Thecasesolutions.com



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.