

Kazuo Inamori, a Japanese Entrepreneur

Global Skin Care Market
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Region/Country	Retail Sales (\$million)
Western Europe	8,736
North America	6,059
Asia/Pacific	11,229
WORLD TOTAL	47,112

Exhibit 11 Global Skin Care Market Size1999

The table proved that the markets to be growing
World total (Taiwan+Hong Kong+Japan)= 39,445

China 

Region/Country	Retail Sales (\$million)	Two-year Growth Rate
Asia/Pacific	11,229	
China	1,012	28
Japan	5,869	6
South Korea	1,895	9
Taiwan	532	18
Hong Kong	265	6

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Group 10

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P&G

mainly beauty premium brands

Olay

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SK-II

win1 ranked in Japan and got success of Japan
winners college case from around 20% to over 70%

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Three Market options

China



Japan



Europe



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How to do?

China can divide into three class, from the wealth China, such as Shanghai have large potential on skin care market...\$10 million to \$15 million in sales

China's population and low-cost beauty consultants ... help them create high returns.

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Exhibit 11 Global Skin Care Market Size:1999

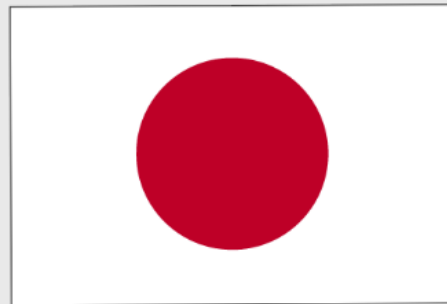
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