

### Sales Tactics

Any specific action that one takes to put his sales strategy into action and ultimately achieving the marketing goals set.

### Sales Tactics Cross Selling

- It makes customer to buy something else along with the product they have chosen.
- It is a practical copy. Copy recommendations, based on the product they will use in the customer, when people who bought this will also buy.



### Sales Tactics (Cont') Personal Selling

- The best strategy in selling cosmetic product is to capture a target customer and involved sales focus in persuading and convincing the customer to buy the products on their hand. The better, which is the real reason a person buys the product, will be identified by the sales person.
- Value of the cosmetics and personal care products will be communicated in an individual manner and the sales person can communicate with.
- The approach is employed in four ways:
  - Department store and retail (e.g. Watson, Body Shop, Sainsbury)
  - Direct selling company (e.g. Avon, Vita Libe, Avon Cosmetics)

### Sales Tactics (Cont') Product Trials

- Free samples of cosmetic and personal care products are given away to the customer.
- Gifts of sample were hand sell by a product if they receive free sample.
- Customers to buy the new products.
- Display of cosmetics product show their customers to try on their skin products before purchase these products.
- Encourage customer feedback on the cosmetic products from customer's perspective.



### Sales Tactics (Cont') Advertisement

- A form of non-personal communication that is transmitted to audience through mass media, without personal display or contact.
- Used to promote products, services, or services of a business, about an industry or new product, build brand image and create awareness, to the appearance of cosmetics and personal care products.



### Revenue

- In 2003, the Malaysian cosmetics and toiletries market recorded the sales of approximately US\$500 million.
- It is also estimated that there are more than 10000 types of cosmetics products in the local market.
- Malaysians spend an estimated RM1.6 billion annually on cosmetics, with skin care products being the most purchased item.

# BEAUTY SALON INDUSTRY GROWTH IN MALAYSIA-DR. NANO LABEL Harvard Case Solution & Analysis

TheCaseSolutions.com

## Outline of Presentation

- List of Cosmetic Industries in Malaysia and Their Products
- Production and Manufacturing
- Sales Tactics
- Revenues
- Success Stories
- Can Young Pharmacists Venture?

- Group A Members:
1. Ahmad Amzar @ Kamarudin (114651)
  2. Chinnwehary A/P Thangarajah (114446)
  3. Evidine Lim Xuan Wei (114449)
  4. Kavitha A/P Senthil Kumaran (114476)
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  7. Nurul Nazifah @ Mardiah Nizam (114514)
  8. Sim Pei Ean (114696)

Supervisor: Assoc. Prof. Dr. Yvonne Tze Fung Tan



### Good Manufacturing Practice of Cosmetic Products in Malaysia

- To ensure that products are consistently manufactured and controlled to the specified quality.



### Quality Management System

- Should be established and implemented as a means by which stated policies and objectives will be achieved.
- The quality system should be structured and adapted to the company's activities and to the nature of its products and should take into consideration appropriate elements stated in this Guidelines.

### Manufacturing and Production

- Overall control and monitoring is essential to ensure that the consumer receives products of specified quality.
- The quality of a product depends on the starting materials, production and quality control processes, building, equipment and personnel involved.



### Notification of cosmetic products

- The notification process will allow the MPOB to gather adequate information on the cosmetic products that are placed in the local market.
- It is an offence for anyone to manufacture or import a cosmetic product without prior notification.



### Success Stories

Impossible



### Prof. Datin Dr. Clara



President and founder of The International Institute for Single Care in Kuala Lumpur, Malaysia, she is the author of the book 'The Art of Single Care' and 'The Art of Single Care: A Practical Guide for Single Care Practitioners'. She is also the author of 'The Art of Single Care: A Practical Guide for Single Care Practitioners'.



### Considerations in Manufacturing

In manufacturing, it is essential to ensure that the products are consistently manufactured and controlled to the specified quality.

- Personnel** - Adequate number of personnel having knowledge, experience, skill and capabilities relevant to their assigned function.
- Equipment** - Equipment should be designed and located to suit the production of the product.
- Procedures** - The procedures for manufacturing should be carefully located, designed, controlled, and maintained.
- Sanitization and Hygiene** - Sanitization and hygiene should be practiced to avoid contamination of the manufacturing products. It should cover personnel, premises, equipment, materials and production materials and containers.

### Consideration in Manufacturing (Cont')

- Production** - Production unit must have existing material in finished product in the manufacturing process.
- Quality control** - Quality control is an essential part of manufacturing process. Therefore, the quality control should be of consistent quality, appropriate to their intended use.
- Documentation** - The documentation system should include the complete history of each batch, from starting materials to finished products. The system should record essential activities for maintenance, change, quality control, primary distributor and other specific nature relevant to manufacturing.

### Consideration in Manufacturing (Cont')

- Storage** - Storage areas should be of sufficient capacity to allow safety storage of the entire quantity of materials and products. Storage areas should be designed or situated to ensure good storage conditions. They should be dry, cool and well-ventilated. Where possible, storage conditions should be controlled, monitored and recorded. These general principles should not be relaxed.
- Contract manufacturing and analysis** - The conditions of contract manufacturing and analysis should be clearly defined, signed and approved on an on-going basis. The contract should result in a product of work of satisfactory quality.

### Considerations in Manufacturing (Cont')

- Complaint** - A person responsible for handling complaints and checking the results to be taken should be designated. If this person is different from the authorized person, the latter should be made aware of any complaint, investigation or result.
- Product recall** - There should be a system of recall from the market of products found to be defective.

### Prof. Datin Dr. Clara

The manufacturing plant was accredited with GMP issued by the Ministry of Health, Malaysia and the MS ISO 9001:2000 certificate.



The products are 100% free from alcohol and natural ingredients. They are also free from parabens, sulfates, and other harsh chemicals. They are also free from parabens, sulfates, and other harsh chemicals.



### CAN A YOUNG PHARMACIST VENTURE?



Lets start working hard to create our own story.....

### Safi

**Safi**

Product range to unique and comprehensive skin care products, personal care to safety products, hair, dental and general use.

- Manufactured in ISO and Halal certified with Good Manufacturing Practice (GMP).
- Certified HALAL by Jabatan Kemajuan Islam Malaysia.
- Manufactured 100% in facilities located in Malaysia.

Products are compliant to international standards including Federal Drug Authority (FDA), European Cosmetic, Dermatology and Cosmetology (ECDC), British Pharmacopoeia (BP), Cosmetics, Perfumes & Fragrance Association (CPFA).

Products are available nationwide in all major pharmacies, supermarkets and hypermarkets with the highest volume that local, which ensure 'Safe and Pure' as the driving force behind the brand.

Sales tactics

Any specific action that one takes to put his sales strategy into action and ultimately achieving the marketing goals set

Sales Tactics Cross Selling

It makes customer to buy something associated with the product they have chosen



Sales Tactics (Cont') Personal Selling

- The best strategy in selling cosmetic product is to employ a target customer sales force in persuading and convincing the customer to buy the products on their face body and hair, which is the real reason a person buys the product, will be identified by the sales person

Sales Tactics (Cont') Product Trials

Free samples of cosmetic and personal care products are given away to the public



Sales Tactics (Cont') Advertisement

A form of two-personal communication that is transmitted to a wide audience through radio, television, outdoor display, etc.



Revenue

In 2003, the Malaysia cosmetics and toiletries market recorded the sales of approximately US\$300 million

BEAUTY SALON INDUSTRY GROWTH IN MALAYSIA-DR. NANO LABEL Harvard Case Solution & Analysis TheCaseSolutions.com

Outline of Presentation List of Cosmetic Industries in Malaysia and Their Products Production and Manufacturing Sales Tactics Revenues Success Stories Can Young Pharmacists Venture? Supervisor: Assoc Prof Dr Yvonne Tze Fung Tan

List Of Cosmetic Industries In Malaysia And Their Products

Manufacturing and Production

Revenue (Cont')

Success Stories Impossible

Good Manufacturing Practice of Cosmetic Products in Malaysia

Quality Management System

Notification of cosmetic products

Prof. Datin Dr. Clara

Considerations in Manufacturing

Consideration in Manufacturing (Cont')

Consideration in Manufacturing (Cont')

Considerations in Manufacturing (Cont')

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CAN A YOUNG PHARMACIST VENTURE?

OTHERS SUCCESS STORIES WON'T BE YOUR SUCCESS STORY

Safi

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#### Group A Members:

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2. Dhinishwary A/P Thangarajah (114465)
3. Evadne Lim Xuan Wei (114469)
4. Kavitha A/P Sinniah Kovendra (114478)
5. Mira Hairani Bt Mohd Zaki (114496)
6. Muhammad Ilham B Ismail (114505)
7. Noor Najihah Bt Mohd Noor (114514)
8. Sim Pei Fren (114560)

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### Good Manufacturing Practice of Cosmetic Products in Malaysia

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# List Of Cosmetic Industries In Malaysia And Their Products

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- There are totally 482 registered cosmetic industries in Malaysia including:
  - manufacturing,
  - relabeling,
  - carrying out consultations programs
  - conducting research and development.
- Many company originated from Malaysia already have a main market outside Malaysia.

No.	Name of Company	Main Product	Example	Main market
1.	ELISSE MARKETING SDN.BHD	Cosmetic, Beauty & Personal Care, Perfume	TheONE Eau de Parfums	Americas, Africa, Asia, America, East Europe
2.	Nectar skin care Sdn. Bhd.	Skin Care, Skin Serum, Lotion, Body Care	EBEAUT	Southeast Asia, Eastern Asia
3.	I-deal Marketing Company	Beauty Care, Hair Care, Skin Care, Health Care, Energy Products, Wine, Liquors, and Cosmetics.	Bio Refining Treatment Soap	Southeast Asia, Eastern Asia, South Asia
4.	Aeteen Marketing	Beauty Products, and Skin Care.	Biofair Hydrating Mist	Mid East
5.	Blissful Marketing	Beauty Products, Skin Care, Body Care, and Hair Care Products.	Zenspa Shampoo	Southeast Asia