



Mary Kay Cosmetics–Mary Kay Ash

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History

History Entrepreneur Mary Kay, founder of Mary Kay Inc., built a profitable business from scratch that created new opportunities for women to achieve financial success.

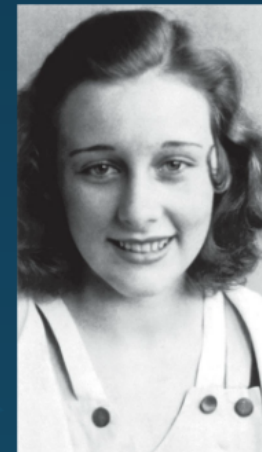
Born: May 12, 1918 in Hot Wells, Texas

Went to school at John H. Reagan High School and the University of Houston



Their motivation to become an entrepreneur

Mary Kay Ash left the traditional workplace after watching yet another man whom she had trained get promoted over her she started her own cosmetics company, using incentive programs and other strategies to give her employees the chance to benefit from their achievements.



Focus/mission of business

That dream was to inspire women to transform their lives, and in doing so, help other women achieve success Mary Kay has helped women discover products that they love. At the same time, the Mary Kay business opportunity has helped women from Kansas to Kazakhstan discover extra income, empowered choices and true beauty from the inside out.

What they sell-innovative skin care, irresistible makeup and unforgettable fragrances



Net Worth of business-3 billion

Mary Kay has locations worldwide, Corporate headquarters located in Addison Texas. The U.S. plant is a 420,000-square-foot facility in Dallas Texas. The other location is in Hangzhou, China and is a 195,000-square-foot facility that opened in March 2006



Interesting Facts



-She applied the strategy of giving incentives over good work and started by giving pink Cadillac to the top salespersons of the year

-She also penned 3 best-selling books during her lifetime. Her autobiography, “Mary Kay” her book, “Mary Kay on People Management”, andr third book, “You Can Have It All” also got best seller status in just few weeks of its release

