

Pure Human

By Merit Beauty

Alisa Miloti & Sara Rosas Rivera



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Company





About the company

Merit beauty was launched in January 2021 by Katherine Power. Merit was founded with the intention of reinventing luxury makeup. Katherine wanted to incorporate the clean, minimalist and natural makeup for everyone while simplifying the makeup routine/products.

Katherine Power is the CEO of Clinique Beauty and Who What Wear. She focuses on offering beauty products made with healthy ingredients, including antioxidants, setting the brand apart from other brands.

(meritbeauty.com)

Facialist Biba de Sousa posted a list of 73 acne-causing ingredients commonly found in makeup, Merit's excludes all of its formulas.

(i tried every singly merit beauty product on the market-here's what's worth it, wellandgood)

Our Team



Katherine Power

Founder/CEO

Aila Morin

Senior Vice President of Brand

Elizabeth Conway

Executive Director Of Communications

Nancy Wu

Co- Founder

Inhwa Chi

Chief Of Staff

Taylor Nelson

Art Director

Sarah Suhovsky

VP of People

Amrita Khare

Director, Supply Chain Planning

Teresa Weldon

Sr Director of Merchandising

Cassidy Crew

Field Team Manager

Mandi Kern

Director Of Education

Elizabeth Tortoso

Accounting Director

Jessica Rice

Training Development and Events Manager

Stephanie Friedman-Landry

Sr. Paid Social Manager

(merit beauty, theorg.com)

Number of facilities and employees

Being relatively new, Merit Beauty is still working on gaining more brand recognition. Merit has 635 stores;

- 1 store in Alaska
- 1 store in North Dakota
- 1 store in New Mexico
- 1 store in Maine
- 2 stores in Saskatchewan
- 2 stores in Idaho
- 2 stores in Arkansas
- 2 stores in Nova Scotia
- 2 stores in New Brunswick
- 3 stores in Kentucky
- 3 stores in Wisconsin
- 3 stores in Oklahoma
- 3 stores in Manitoba
- 4 stores in Rhodesia Island
- 4 stores in South Carolina
- 4 stores in Alabama
- 4 stores in Indiana
- 7 stores in Honolulu
- 7 stores in Hawaii
- 7 stores in New York
- 8 stores in Kansas
- 8 stores in Oregon
- 8 stores in Nevada
- 8 stores in Louisiana
- 9 stores in Missouri
- 11 stores in Michigan
- 11 stores in North Carolina
- 11 stores in Tennessee
- 12 stores in Alberta
- 12 stores in Arizona
- 13 stores in Ohio
- 13 stores in Quebec
- 13 stores in Florida
- 14 stores in Colorado
- 16 stores in Georgia
- 20 stores in Massachusetts
- 20 stores in Pennsylvania
- 26 stores in Washington
- 28 stores in Virginia
- 36 stores in Ontario
- 43 stores in New Jersey
- 44 stores in Texas
- 122 stores in California

Our company has a total of 186 employees, the number grew by 55% more than last year.

(growjo.com, company merit beauty)

(meritbeauty.com, locators)

Our market



The market Merit Beauty competes in is the beauty market. There is over 4,000 makeup brands in the u.s only. The makeup industry is one of the biggest industries with over \$1 billion of revenue yearly.

Our target market is anyone that wants to incline their makeup into a more minimalist, natural look while prioritizing environmentally friendly products. The brand values simplicity and time usage and so do our consumers. We offer multifunctional products that will reduce the amount of time one spends on their makeup routine. It is perfect for those who are busy but still want to be able to look well put.

With our multifunctional makeup, like having foundation and concealer in one product is perfect to be stored in your purse. It's convenient for individuals to retouch their makeup as makeup does not last all day long.

Financial performance

Merit Beauty's annual revenue is estimated to be \$3.5m per year, and estimated revenue per employee is \$18,817 per year. (Merit beauty is a new company, there is not a lot of information released yet)

Merit Beauty and our competitors

(Merit beauty revenue and competitors, growjo.com)

1	 Augustinus Bader 	London	UK	Cosmetics	151	\$15M		
2	 Buff City Soap 	Bartlett	TX	USA	Cosmetics	589	\$35M	
3	 ILIA Beauty 	Laguna Beach	CA	USA	\$14.5M	Cosmetics	221	\$15M
4	 Madison Reed 	San Francisco	CA	USA	\$203M	Cosmetics	341	\$35M
5	 SkinSpirit Skincare Clinic and Spa 	Silicon Valley	CA	USA		Cosmetics	376	\$35M
6	 Hero Cosmetics 			\$16.2M	Cosmetics	111	\$3.5M	
7	 Minimalist 	Jaipur		India	Cosmetics	90	\$0	
8	 Glossier 	New York City	NY	USA	\$266.4M	Cosmetics	488	\$75M
9	 MERIT Beauty 	Los Angeles	CA	USA		Cosmetics	186	\$3.5M
10	 Beauty Pie 		UK		Cosmetics	392	\$35M	
11	 Independent Cosmetologist 	Fairmont	MN	USA		Cosmetics	506	\$0
12	 INNBEAUTY PROJECT 				Cosmetics	44	\$1.7M	
13	 Rare Beauty 	Los Angeles	CA	USA	\$29.2M	Cosmetics	269	\$15M

Strengths

- Merit Beauty's commitment to healthy ingredients for every skin types and environmental awareness.
- Merit Beauty's commitment to simplifying the makeup routine by reducing the amount of makeup products.
- Merit Beauty's commitment to cruelty-free products.
- Merit Beauty's shipping packaging is recyclable, reusable and biodegradable.
- Reducing makeups products by mixing them together, the Complexion Stick which is foundation and concealer in one.
- Merit beauty's commitment to embracing and encouraging natural beauty and self-acceptance.
- Makeup brushes are the perfect size for everything, foundation, eyeshadows and blush.

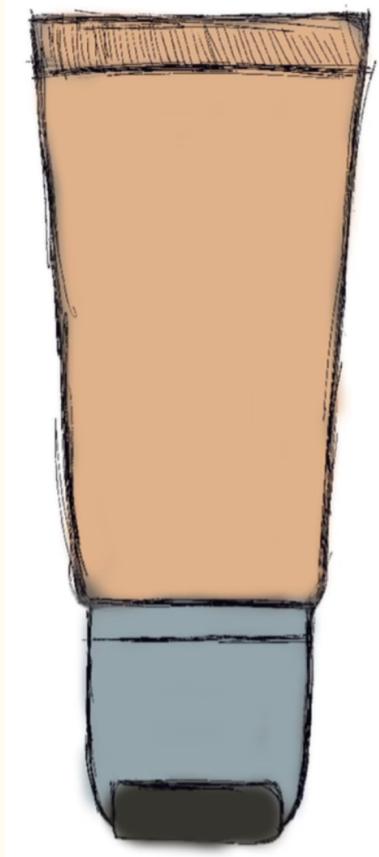
Weaknesses

- Although it's part of our brand, we have very limited products range. Limited shades and colors.
- The makeup industry is very competitive and Merit Beauty is still very new and working on brand awareness/recognition.
- Merit Beauty's prices are considered premium compared to most makeup brands. Consumers could go to a more affordable brand.
- Simplicity. Coming up with new products or different shades keeps customers interested.
- Lip oils. When people think of lip oil, they think of Dior which has really good reviews. Merit's lip oils are compared to Dior's.



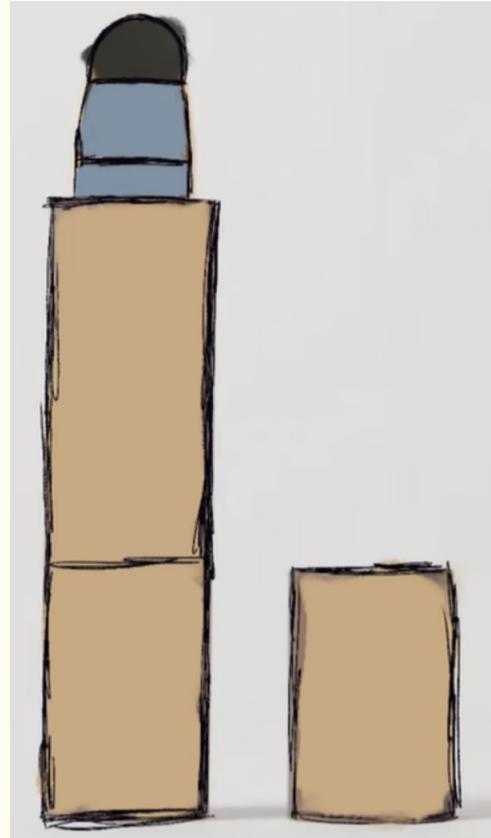
III. Products

Product lines



Foundation Ph Responsive

\$40



Concealer Ph Responsive

\$35



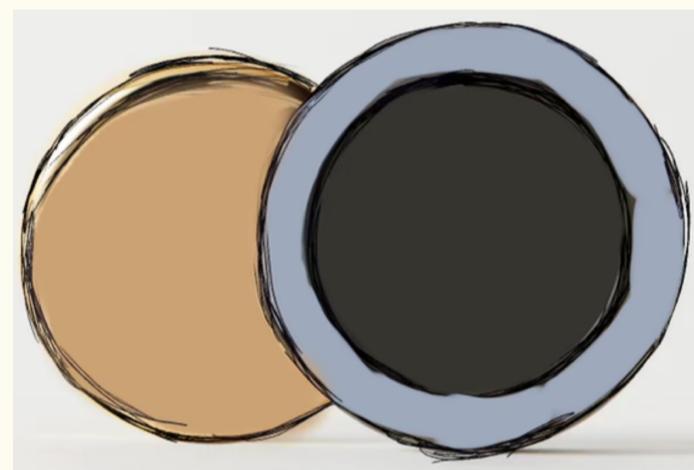
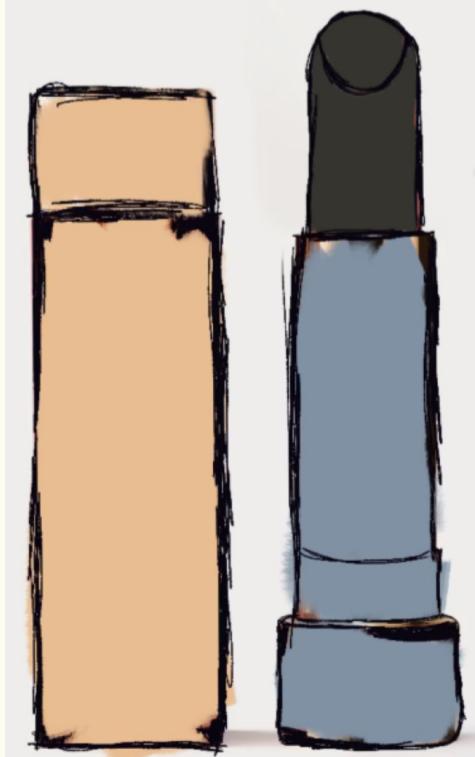
Bronzer Ph Responsive

\$40



Blush Ph Responsive

\$41



Eyeshadow Ph Responsive

\$30

Catalog & Price list



Eyeshadow Brush No.2



\$27

Blending Brush No.1

\$44



Signature lip Lightweight Lipstick

\$36



\$33

Shade Slick Tinted Lip Oil

\$33

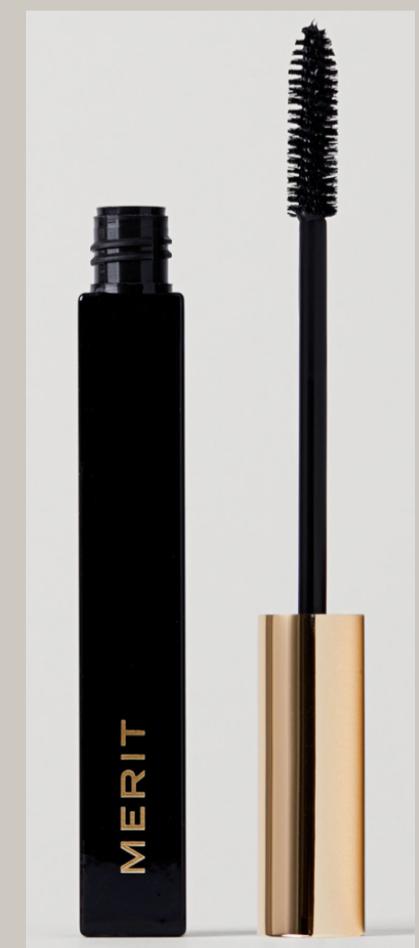


\$41



\$36

Clean Lash Lengthening mascara





Solo Shadow Matte Eye Color

\$33.



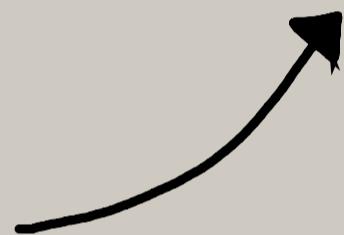
Great Skin Instant Glow Serum

\$52



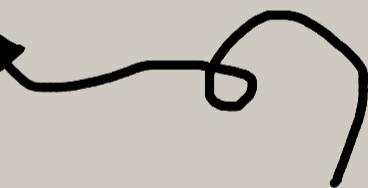
The Minimalist Perfecting Complexion Stick

\$52



Day Glow Highlighting Balm

\$44



Flush Balm Cheek Color

\$41



Product benefits

Ph responsive products:

Ph responsive products means that it is formulated to maintain a balanced Ph level when applied to the skin. The skin contains a natural Ph is slightly acid, and using Ph responsive products helps maintain this balance, that ultimately not causing acne breakouts, irritation, dryness, and a compromised skin-barrier. This feature is particularly important for maintaining healthy and radiant skin. In addition, being Ph responsive the product will change colors according to your skin type, for example, foundation will change colors to the perfect shade according to someone's skin.

(Yes, You Need to Pay Attention to your Skin's Ph, [instyle.com](https://www.instyle.com/beauty/skin-care/ph-responsive-products))

All-Inclusive:

Most makeup brands face controversy and negative reviews for not including different skin shades. People with a darker skin tones, in particular, often struggle to find the perfect foundation complexion. Having a product line that changes to your perfect shade will not only solve this issue but also represent inclusivity and diversity in the beauty industry. Everyone will be able to find their unique complexion in makeup making them more empower in their looks.

(makeup lacks options for individuals with different skin tones, new.illinoisstate.edu)

Acne Safe: No Toxins that Can Harm the Skin Barrier

Makeup can contain a lot of toxins that harm the skin. Merit Beauty is in partnership with famous facialist Biba de Sousa, every Merit's product is free from all 73 and more acne-causing ingredients.. Acne-safe products are designed to promote clear, healthy skin without causing breakouts, making them suitable for individuals prone to acne or those with sensitive skin conditions.

(i tried every single merit beauty product on the market-here's what's worth it, wellandgood.com)

Affordable:

There is a wide range of makeup brand that offer all different price ranges. When makeup is affordable, consumers are more likely to purchase the product and do so regularly. We offer a bundle deal with 3 products that costs less if they were purchased separately.

Product features

Creamy texture and easy blending

Creamy makeup texture makes a smooth consistency which makes it easier to apply and effortless blending on the skin. All of this allows to create a flawless finish look.

Flexible application:

Creamy texture makeup allows for different application methods, such as with your fingers, with a brush or a beauty blender.

Time efficiency and versatility:

This product is very time efficiently and easy to transport anywhere. It's perfect for a last-minute application or when you're running on time as it doesn't take a lot of time to apply.

There is a lot of versatility available, you do a full glam makeup to a no makeup makeup look.

Simple and aesthetic packaging:

The packaging features simple, original, and aesthetically pleasing designs made to appeal young audience. This visual appeal does not only attracts eyes on the shelves but it resonates with our target market.

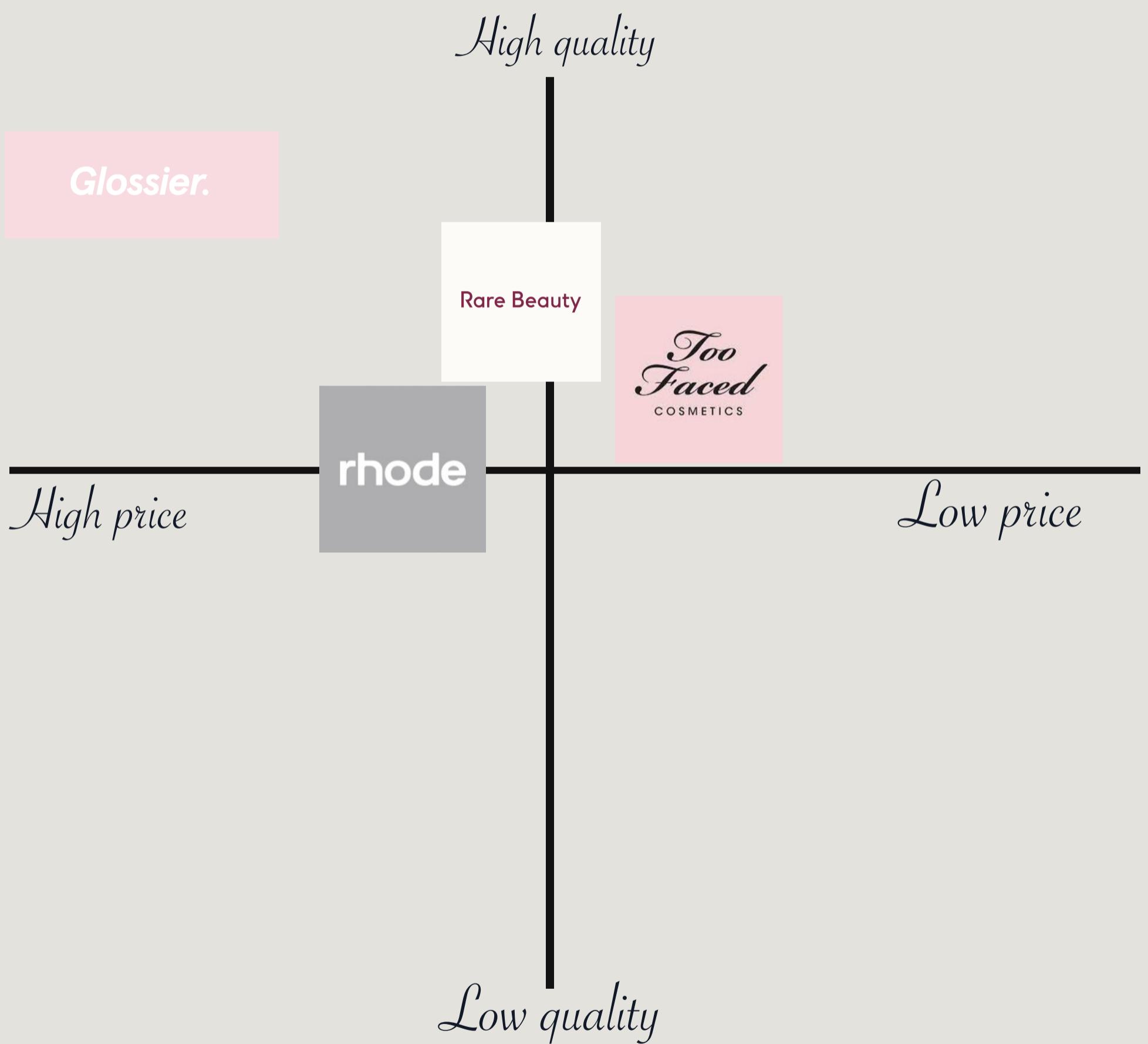
Sustainability:

Our packaging is designed with responsibly sourced materials that are recyclable and reusable. This eco-friendly approach aligns with our environmental conscious consumers, making the product a choice for those who prioritize sustainability and environmentally friendly makeup products.

Clean, vegan, and cruelty-free formulation:

Our makeup products are made with clean and vegan ingredients and it's all cruelty-free. It aligns with consumers that do not support animal bestiality.

Product positioning strategies





IV. Promotions





Our company believes in the power of effective social media marketing. Our Instagram is composed of minimalist and aesthetically pleasing pictures that attract your attention. Our Tiktok has makeup tutorials and interesting makeup videos to attract more audience.

We are mainly focused on making a major digital impact and getting influencers to review our products. We send a package to beauty gurus/celebrities like; Karla Celis, Bella Thomas, Emma Watson, Giedre Dukauskaite, Hailey Bieber, Michelle Lin and mitch more. They post their reviews on Tiktok, Instagram or Youtube.



public relations

Media relations

It is important to create good lasting relationships with celebrities, specialists and influencers. It allows us to secure positive media coverage on the brand/products. We have a good relation with facialist Biba de Sousa, Yasmin Warsame, Bella Thomas, Hailey Bieber, Tamarz and much more.
(merit beauty on Tiktok)

Launch events

Organizing events to promote new products or opening of a new store creates maximum social media visibility. Like the launch event for Solo Shadow in New York the 31 of August was a huge success. To tease the launch, Merit posted a video on Tiktok that went viral after 24 hours.

(merit beauty owes its viral eyeshadow launch to simplicity, glossy.co)

Brand reputation

A brand's reputation is crucial to get more customers. Merit beauty makes sure to inform their customers, by proudly putting it on the website that every product is vegan, cruelty-free and the packaging is made with sustainable materials.

(frequently asked questions, meritbeauty.com)

Social media engagement

Creating interesting and engaging content, attracts clientele and enhances brand awareness. Merit Beauty is known for their big social media presence on Instagram, Tiktok, and much more.

Influencers collaborations

Collaborating with well known influencers will allows us to reach a greater amount of clientele. Not only will the influencers promote our brand and products but they will also provide their viewers with makeup tutorials, reviews and sponsored content.

Crisis Management

Merit Beauty has developed a term and conditions on their website. It contains information on procedures and actions that will take place in case if a certain situation accrues.

(terms and conditions, meritbeauty.com)

sales promotions

The promotion of a new makeup line/product is a highly creative process that takes a lot of thought process to effectively showcase the product.

To strategically enhance our sales promotions, we want to collaborate with beauty influencers. They will not only provide tutorials and honest reviews about the makeup line but will also encourage their followers to purchase the products. In addition, influencers will offer exclusive discounts for a limited time, making their followers potential new customers.

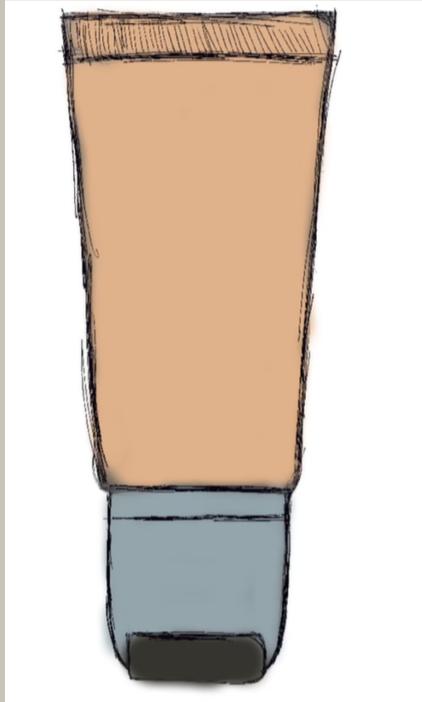
We will organize a launch event, featuring influencers and makeup artists sharing their makeup routines, skincare routines and tips to elevate your makeup look. Using influencers and known makeup artists will attract people and it will allow individuals to test our the products in person and they will be able to make purchases on the spot.

Lastly, our bundle deals. We will offer attractive bundle deals where customers can buy multiple products at a discounted price. For instance, offer a "Complete Makeup Kit" with a bundled discount compared to purchasing individual items.

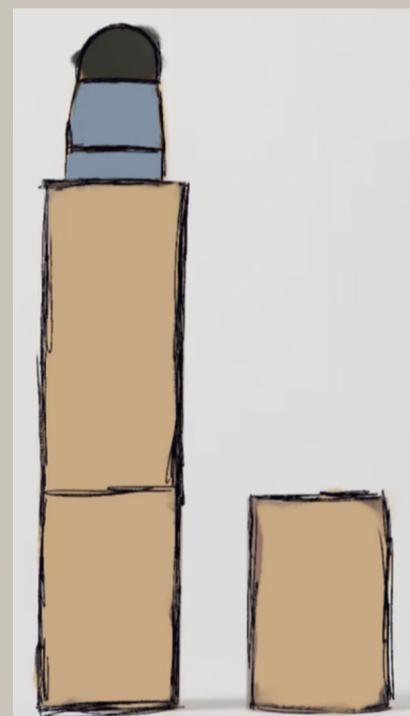


Bundle deal

Bundle for \$75
(Total value of \$116)



Foundation Ph responsive
\$40



Concealer Ph responsive
\$35



Blush Ph responsive
\$41