

Wonderful

Enterprise project

Virtual Staff training



Purpose

What

To disseminate:
project assets

Whom

Target audience

Where

The training will be conducted online, allowing participants from various locations to join remotely

The objective of this virtual staff training is to enhance participants' skills and knowledge in problem solving, critical thinking and the practical use of natural ingredients to advance the cosmetic industry. This training, designed for staff members, will be delivered remotely, allowing participants to engage in flexible learning. The project specifically targets individuals participating in youth mobility programs, providing them with valuable tools to support their personal and professional growth. By using online platforms, the training ensures accessibility for participants from a variety of locations, fostering greater inclusion and collaboration.



Market Analysis and Competitor Research



Market research niche and competitor analysis- Why?

Niche:

- Identifies underserved customer segments, offering new opportunities for growth.
- Tailors product development to meet specific market needs, increasing customer satisfaction.
- Reduces business risks by ensuring alignment with market demand and trends.

Competitor Analysis

- Reveals pricing strategies of competitors, helping optimize your own pricing approach.
- Highlights competitors' strengths and weaknesses, allowing you to capitalize on their gaps.
- Helps track market trends and innovations, ensuring you stay competitive and adaptive.

Why do you need it?

Comparative analysis

1 Conduct an overall review to check the market strong players, trends, competitiveness, assess your strength, correct marketing strategies.

Relevant competitors

2 Pick out only relevant competitors and pay attention to their strategies. Meet strong players and be aware about newcomers of your niche.

Ideas for business development

3 Analyze relevant competitors to search for insights and get new ideas for business development. Discover missed and new trending products or services.

Ideas for USP

4 After competitor analysis, be sure you cover as much as your customers need. Don't forget to add unique selling proposition to stand out among competitors.

Budget planning

5 Analyze PPC strategies. Before launching a new business, estimate a required budget to start a business and to stem the tide.

Estimate competitiveness

6 Gather all the possible info about competitors to understand whether you have enough resources to attract customers and develop your business.

Assess the prospects

7 Analyzing your resources, competitors, budget and market in general, you can build a correct strategy and see the prospects to grow to.

Comparative analysis

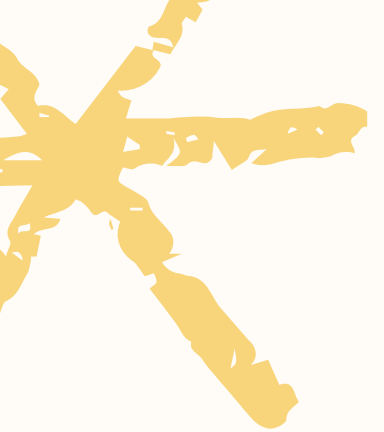
8 The first step is essential and can repeat during all your journey. That would help you update info about competitors and market situation.



Learning Objectives

- Conduct market research for handmade cosmetics.
- Analyze competitors and identify unique selling points.
- Understand consumer preferences and demands.





Conducting Market Research for Handmade Cosmetics

What is Market Research?

- **Market research** is defined as the systematic process of collecting, analyzing, and interpreting data about a target market, customers, competitors, and the overall industry environment.
- **In the context of handmade cosmetics**, this systematic approach ensures that the business understands its niche, trends, and customer preferences.





Purpose of Market Research

Understand Customer Needs

- Handmade cosmetics often appeal to specific customer segments. Research helps uncover: Preferred ingredients, Desired benefits, packaging preferences.

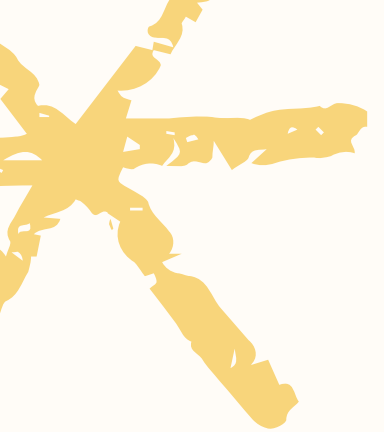
Identify Opportunities

- Market research can highlight gaps in the market, such as: Products for sensitive skin or rare skin conditions. It can also uncover seasonal trends.

Reduce Risks

- Launching handmade cosmetics without adequate market research can result in overproduction or mismatched pricing. Research mitigates this by validating: Pricing strategies aligned with customer willingness to pay and Market demand before production.





Importance of Market Research

- **Guides Strategic Decisions**

Effective research informs decisions such as:

- Product development: Adding popular scents, colors, or features.
- Marketing strategies: Choosing between social media campaigns, influencer partnerships, or in-person events.
- Distribution channels: Selling through e-commerce, physical stores, or craft fairs.

- **Helps Identify Trends**

Handmade cosmetics is a rapidly evolving market where trends play a significant role. Research reveals:

- Rising preferences for minimalist skincare routines.
- Increased focus on sustainable practices (e.g., refillable packaging, zero-waste products).





Steps to Conduct Market Research

01.

Define Objectives:

Clarify the purpose and goals of your research.

- Are you looking to introduce a new product (e.g., a vegan soap line)?
- Are you trying to understand pricing strategies for your handmade cosmetics? Is there any other reason?

Example: Identify the top 3 scents preferred by urban women aged 18–35 for handmade body lotions within 4 weeks.

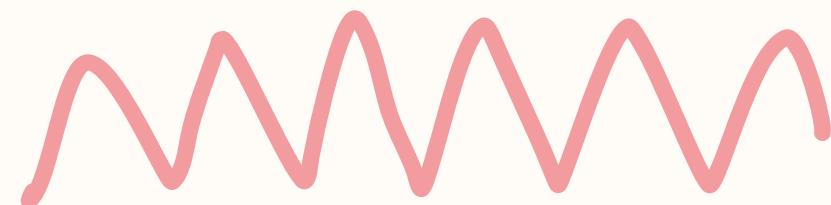
02.

Identify Target Audience:

Analyze demographics, psychographics, and behaviors.

- Demographics: (Age, Gender, Location)
- Psychographics (Interests, Values)
- Behaviors (Shopping habits, Frequency)

Example: A target audience could be "women aged 25–40 in metropolitan areas, earning above-average incomes, and seeking cruelty-free skincare solutions."





Steps to Conduct Market Research

03.

Select Research Methods:

Opt for quantitative (surveys) and qualitative (interviews) approaches.

• Quantitative Research:

1. Tools: Google Forms, Typeform, SurveyMonkey.
2. Example: Surveying 200 respondents to rank preferred scents for body scrubs.

• Qualitative Research:

1. Focus Groups: Explore how customers perceive packaging or product texture.
2. Example: Conducting a focus group to evaluate reactions to eco-friendly soap packaging.

04.

Collect Data:

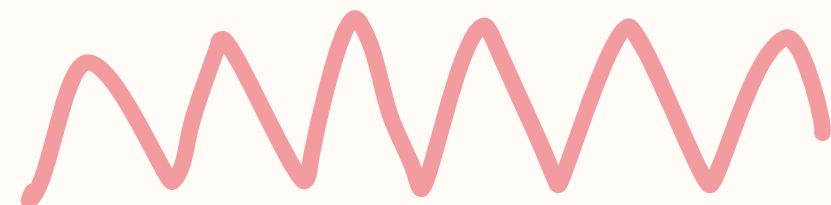
Use tools such as Google Forms, focus groups, or field research for precise insights.

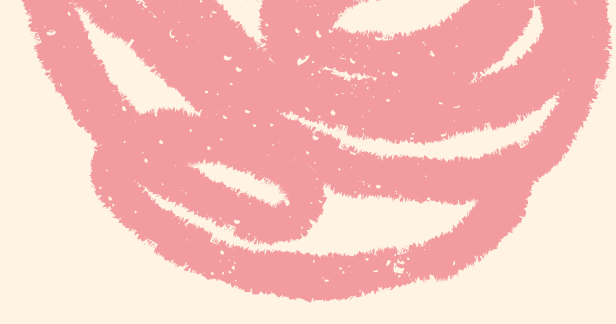
Tools for Data Collection:

- Online surveys (Google Forms, Typeform).
- Social media polls (Instagram Stories, LinkedIn).
- Field research: Observing customer behavior at craft fairs or pop-up shops.

Tips for Effective Data Collection:

- Keep surveys short and relevant to maintain engagement.
- Incentivize participation with discounts or giveaways.
- Ensure confidentiality to build trust with respondents.





Kahoot Quiz

What is the primary purpose of market research?

- A. To reduce marketing expenses
- B. To understand customer needs, identify opportunities, and reduce risks
- C. To sell products immediately
- D. To increase product prices

Why is understanding customer needs important for handmade cosmetics?

- A. It helps businesses inspire on competitors' products
- B. It ensures products meet customer preferences, like ingredients and benefits
- C. It reduces the cost of production
- D. It removes the need for marketing

What is an important consideration when conducting market research for handmade cosmetics?

- A. Ignoring target markets
- B. Avoiding competitor analysis
- C. Launching products with customer input
- D. Researching trends like eco-friendly packaging or sustainable practices

Why is competitor analysis important in market research?

- A. To acknowledge competitors but focus only on customers
- B. To understand what competitors offer and how to differentiate your brand
- C. To copy competitor products exactly
- D. To lower product prices drastically

How can market research guide strategic decisions?

- A. By using market trends to develop pricing strategies
- B. By developing products based solely on competitor offerings
- C. By relying only on qualitative data and ignoring quantitative data for decision-making
- D. By making marketing decisions based on the actual market

What type of data is collected in market research?

- A. Only qualitative data
- B. Only quantitative data
- C. Both qualitative and quantitative data
- D. No data, just opinions

Data Analysis and Interpretation

After collecting data through surveys, interviews, or observations, it is essential to analyze and interpret the findings accurately. Proper data analysis enables businesses to extract valuable insights, identify trends, and make informed decisions for growth and development.

01

Organize Data into Clear Formats

- **Tools:** Google Sheets or Excel, Tableau, Google Data Studio
- **Example:** A survey asking customers about their preferred scents for body butter might be displayed in a bar chart showing the percentage of customers who prefer each scent. This makes it easier to compare preferences at a glance.

02

Identify Actionable Trends and Insights

- **Importance:** The goal is to uncover trends that help shape business strategies and product offerings.
- **Trends to look for:** Preferences, Pricing, Demographics
- **Example:** A survey shows 70% of respondents prefer cruelty-free products, highlighting an opportunity for a cruelty-free skincare line.

03

Consider External Factors Impacting Consumer Behavior

- **Economic Shifts:** During economic downturns, customers prioritize affordability over luxury.
- **Cultural Trends:** Rising interest in sustainability and eco-conscious trends drives demand for organic products
- **Social Media Influence:** Eco-conscious trends drive handmade brands to adopt sustainable packaging and organic ingredients.

Activity

Step-by-step Activity:

- **Divide into Groups:** Each group will receive a dataset of hypothetical customer preferences for handmade cosmetics, including survey results, social media data, and economic indicators.
- **Task:** Organize the data into charts and graphs using Google Sheets or Tableau, Identify key trends and actionable insights (e.g., increasing demand for vegan, eco-friendly products or specific scent preferences) and discuss external factors influencing these trends (e.g., cultural shifts, economic conditions).
- **Present Findings:** Each group will present their analysis, highlighting trends, key insights, and potential market opportunities.



Market research: metrics to analyse

1. Traffic

- What to Track: Organic Traffic (from search engines).
- Why it Matters: This shows how many visitors are coming to your site through organic search. Higher traffic indicates that your site is attracting relevant users from search engines, which suggests good SEO health.
- Tools to Use: Google Analytics, Serpstat, SEMrush, Ahrefs.

2. Visibility

- What to Track: Search Visibility or Impressions.
- Why it Matters: This refers to how often your website appears in search results, even if users don't click on your link. Higher visibility means your site is getting exposure for a variety of keywords and can lead to more organic traffic.
- Tools to Use: Serpstat, SEMrush, Google Search Console.



3. Organic Keywords

- What to Track: The number of keywords your site ranks for in search engines.
- Why it Matters: Ranking for a larger number of keywords, particularly long-tail or high-intent keywords, can help drive more targeted traffic to your site. Tracking the performance of these keywords is crucial to understand which ones are effective.
- Tools to Use: Serpstat, Ahrefs, SEMrush, Google Search Console.

4. Referring Domains

- What to Track: The number of unique external websites linking to your site.
- Why it Matters: A higher number of referring domains (especially high-authority domains) indicates that your site has earned trust and authority. This can improve your rankings and SEO performance.
- Tools to Use: Serpstat, Ahrefs, SEMrush.



Backlinks

- What to Track: The number and quality of backlinks pointing to your site.
- Why it Matters: Quality backlinks are a major factor in SEO rankings. They signal to search engines that other authoritative sites trust your content. More backlinks, particularly from reputable sites, help improve your domain authority and visibility.
- Tools to Use: Serpstat, Ahrefs, Moz, SEMrush.

6. Site Domain Rank (SDR)

- What to Track: The overall authority of your website, usually determined by the number and quality of backlinks.
- Why it Matters: A high SDR indicates a well-established website with a strong ability to rank well for a variety of keywords. Tracking SDR helps measure the long-term SEO success and authority of your domain.
- Tools to Use: Serpstat, Ahrefs, Moz, SEMrush.

More information: <https://www.youtube.com/watch?v=TKDsYPP6-jY>

Analyzing Competitors and Identifying Unique Selling Points

Why Analyze Competitors?

- Gain an edge by learning the industry .
- Discover areas to differentiate your products.
- Anticipate market changes and prepare accordingly.

Importance: Competitor analysis enhances strategic planning and product positioning.

Understanding competitors' strengths and weaknesses enhances our ability to position our products strategically. By knowing what makes competitors successful, we can adopt and adapt their successful strategies while avoiding their mistakes. This sharpens your overall strategic planning process.

Competitors

Direct Competitors

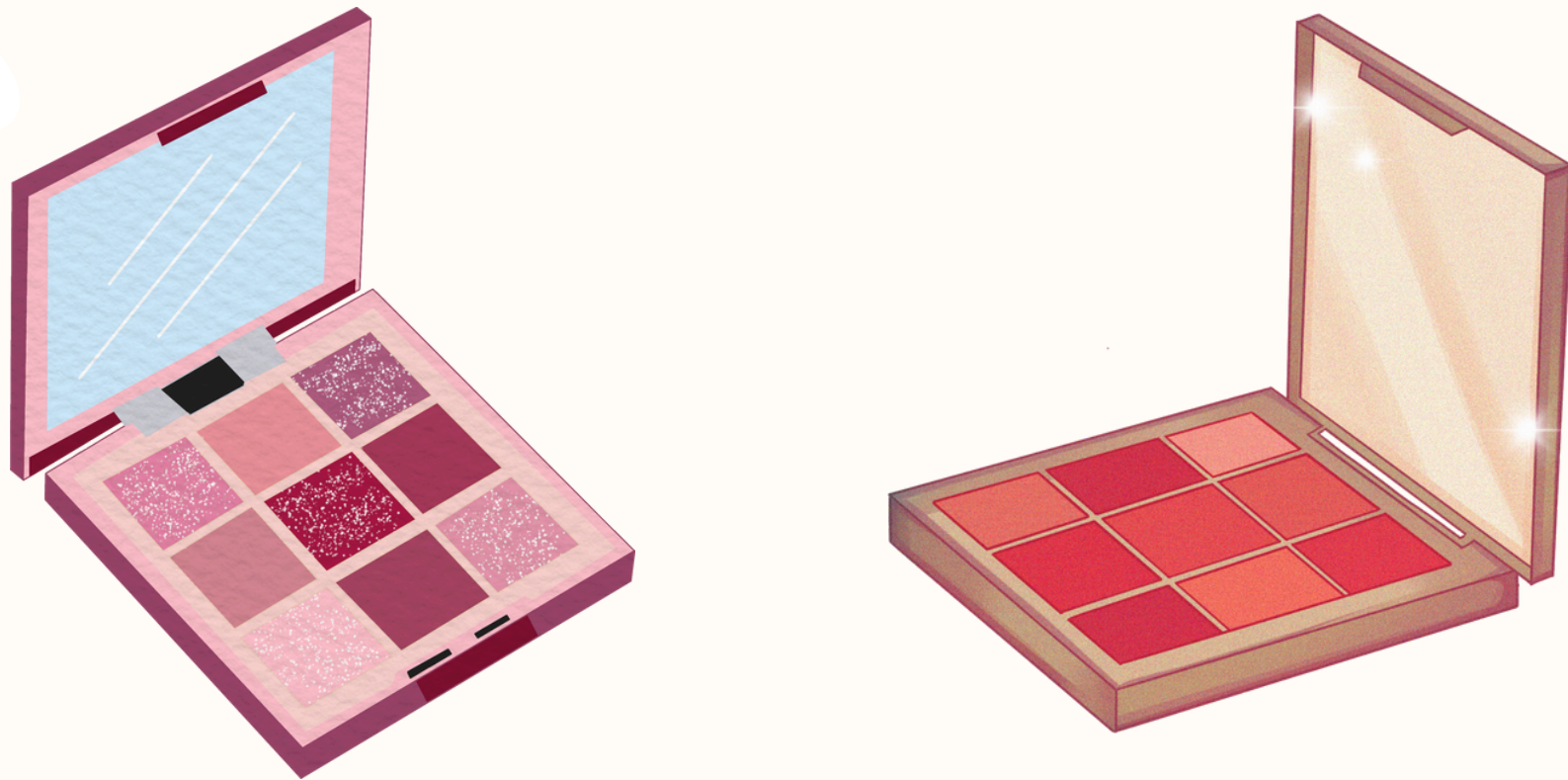
- Sells similar products and services.
- Has the same ideal customer
- Products and services are of comparable quality, value, and price point.

Indirect Competitors

- Sells different products and services
- Meets the same needs of the customer
- Products and services may be at a different price point, but could serve as a substitute.

Direct Competitors

Similar product for
same customers



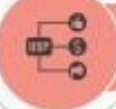
Indirect Competitors

Different products for
same customers



Competitive Analysis

Create a comparison table like this to analyze competitors and identify market gaps you can fill.

	 Target audience	 Product range	 USP	 Price range
 Competitors name				
 ColourPop Cosmetics	Young and trend-conscious	Makeup products including eyeshadows, lipsticks and highlighters	Cruelty-free formulas	\$5-\$20
 Glossier	Millennials and Gen Z	Skincare and makeup products such as cleansers, serums and tinted balms	Simple and effective products designed for everyday use	\$12-\$35
 The Body Shop	Ethically-conscious consumers	Skincare, body care and makeup products including body butters, facial cleansers and makeup removers	Cruelty-free beauty	\$10-\$30
 Estee Lauder	Affluent consumers	Skincare, makeup and fragrance products under various brands including estee lauder, clinique, and MAC	Personalized beauty solutions	\$30-\$150+

Key Components of Competitor Analysis

Product Features

Understand the design, quality, and ingredients.

Pricing Strategies

Compare affordability and perceived value.

Market Position

Assess their reach and customer engagement.

Marketing Channels

Evaluate their digital presence and advertising tactics.

Example: Competitive analysis grid for five leading brands.

Unique Selling Points (USPs)

Definition: USPs are the unique characteristics of your handmade cosmetics that distinguish them from competitors. They highlight what makes your products special and why customers should choose them over others.

Why is a USP important for a handmade cosmetics business?

- **Stand Out in a Saturated Market:** The beauty and skincare industry is highly competitive; a strong USP helps your brand shine.
- **Connect with Niche Audiences:** Handmade cosmetics often appeal to specific groups, such as eco-conscious or natural beauty enthusiasts.
- **Build Trust and Loyalty:** Clearly communicating your product's unique value fosters trust and long-term customer relationships

Steps to Develop USPs:

1

Focus on Your Product's Strengths

- **Highlight Natural Ingredients:** Emphasize the use of organic, non-toxic, or locally sourced materials. *Example:* "Our lip balms are made with 100% organic beeswax and infused with locally sourced lavender oil."
- **Showcase Artisanal Craftsmanship:** Position your products as thoughtfully handmade, with attention to detail. *Example:* "Every soap bar is hand-poured and cured for 4 weeks to ensure the highest quality."
- **Stress Skin Benefits:** If your products target specific skin concerns, highlight that. *Example:* "Our face masks are enriched with bentonite clay to detoxify and brighten sensitive skin naturally."

Steps to Develop USPs:

2

Address Consumer Pain Points

- **Allergen-Free Alternatives:** Offer solutions for consumers with sensitive skin or allergies. Example: "Fragrance-free moisturizers, handcrafted for eczema-prone skin using pure shea butter."
- **Convenience and Multi-Functionality:** Solve problems like time constraints or cluttered beauty routines. *Example:* "Our 3-in-1 cleansing balm cleanses, exfoliates, and hydrates, perfect for busy mornings."
- **Packaging Solutions:** Address concerns about waste or impractical packaging. Example: "Zero-waste deodorant sticks in biodegradable, compostable packaging."

3

Steps to Develop USPs:

Integrate Sustainability and Ethical Values

- **Eco-Friendly Practices:** Focus on the environmental impact of your products and processes. *Example:* "Handmade bath bombs with plastic-free glitter and compostable wrapping."
- **Ethical Sourcing:** Ensure fair-trade ingredients are a priority. *Example:* "We use cocoa butter sourced from fair-trade-certified farms to support small-scale producers."
- **Cruelty-Free and Vegan:** Emphasize that your products are not tested on animals and are free of animal-derived ingredients. *Example:* "Our vegan-friendly lipsticks are enriched with plant-based oils and never tested on animals."

Steps to Develop USPs:

4

Evaluate Competitors' USPs

Identify what other handmade cosmetic brands offer and where they fall short.

Example: If competitors focus only on general skincare, position yourself as a brand specializing in age-defying handmade cosmetics.

GAP Example: "While others offer natural scrubs, we specialize in salt scrubs designed specifically for acne-prone skin."

SWOT Analysis

Find Your Competitive Position with a SWOT Analysis

Strengths

- What advantages does your company have?
- What do you do better than anyone else?
- What are your unique selling points?

Weaknesses

- What areas can you improve on?
- What does your company lack?
- What things do your competitors do better than you?

Opportunities

- What changes in technology, policies, and social patterns can be a growth opportunity for the company?

Threats

- What are the obstacles to your company's growth?
- What changing factors can threaten your company's position?

Role-Playing Simulation



Scenario:

The handmade cosmetics industry is booming, with customers increasingly seeking natural, eco-friendly, and artisan-crafted products.

In this simulation, participants are divided into smaller groups. Each group represents a fictional company competing in the handmade cosmetics market. Each company has unique strengths and weaknesses.

Task:

- Analyze the company's strengths, weaknesses, opportunities, and threats (SWOT).
- Identify 2-3 unique selling points (USPs).
- Prepare a 5-minute presentation using slides or speaking directly.
- Provide feedback to competitors after their presentations (e.g., one strength and one area for improvement).

Think critically, have fun, and showcase your company's unique strengths!
Your strategic insights today could define your success in a real-world market :)

2.3 Understanding Consumer Preferences and Demands

Why Understand Consumer Preferences?

Tailor Products to Meet Actual Needs:

Understanding consumer preferences ensures products or services align closely with what customers genuinely value, solving real problems or fulfilling desires.

Enhance Customer Satisfaction and Loyalty:

Satisfied customers are more likely to become repeat buyers and brand advocates. By actively addressing their preferences, we show customers that their needs are a priority, building trust and emotional connections.

Adapt to Shifting Trends and Expectations:

Consumer preferences are constantly evolving due to social trends, new technologies, or external factors like economic shifts. Brands that stay tuned into these changes can adapt quickly and remain relevant.

Success story of a brand pivoting based on consumer feedback.



Challenge:

In the early days of Lush Cosmetics, the company faced challenges in appealing to a broader audience. Although they had a loyal customer base, some customers provided feedback about the packaging and product formulation. The packaging—plastic-heavy and conventional—was criticized by environmentally conscious consumers who expected more eco-friendly solutions. Additionally, some customers expressed concerns about certain product ingredients, desiring cleaner and more natural formulations.

Action:

Lush listened carefully to consumer feedback and made bold moves to align its brand with customer expectations:

1. Innovating “*Naked*” Packaging

- Responding to concerns about plastic waste, Lush pioneered the concept of “naked” products—shampoos, conditioners, and soaps sold without packaging. This zero-waste initiative resonated strongly with eco-conscious consumers.
- The company also invested in recyclable and biodegradable packaging for products that couldn’t be sold without wrapping.

2. Reformulating Products

- Customers demanded transparency and natural ingredients, leading Lush to reformulate several products to eliminate synthetic chemicals and prioritize ethically sourced, organic, and cruelty-free ingredients.
- Lush also strengthened its stance against animal testing, which became a cornerstone of its marketing.

3. Transparency and Consumer Involvement

- Lush invited customers to participate in their journey toward sustainability by sharing stories, engaging in surveys, and encouraging feedback through social media and in-store channels.
- They used customer insights to create limited-edition products and refine existing ones, building a strong sense of co-creation with their audience.



Outcome:

- **Sustainability Leadership:** Lush became a global leader in sustainability within the beauty industry, inspiring other brands to follow suit.
- **Stronger Brand Loyalty:** Customers rewarded the company's transparency and eco-friendly initiatives with unwavering loyalty, making Lush a household name.
- **Increased Sales:** By aligning products with consumer preferences, Lush saw significant growth in revenue, opening over 900 stores in 49 countries by 2025.

Lesson Learned

Lush's success underscores the importance of actively listening to consumer feedback and aligning business practices with the values and needs of customers. Their willingness to pivot based on feedback—adopting sustainable practices and prioritizing clean ingredients—turned their brand into a global icon of ethical beauty.

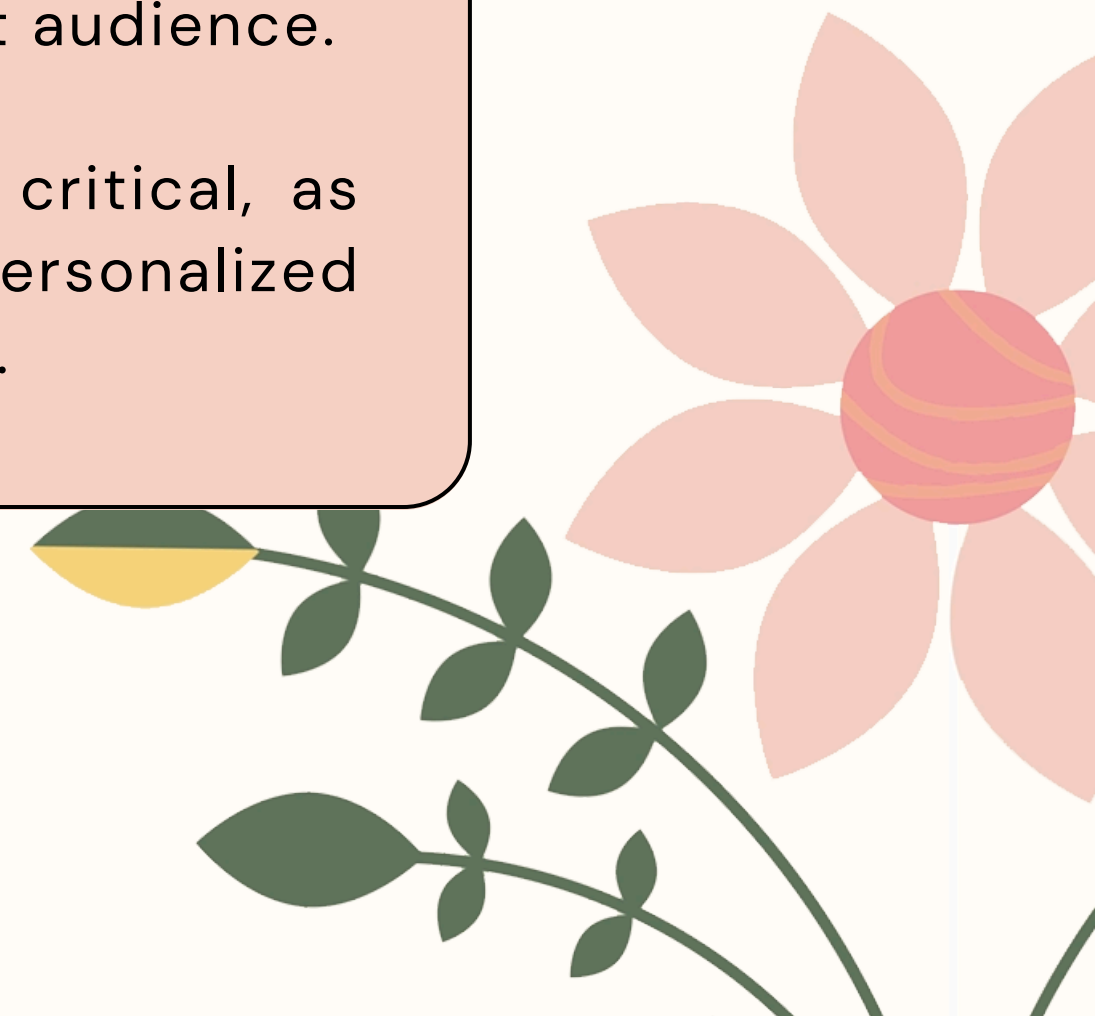




Understanding Consumer Preferences and Demands by Gathering Feedback

Gathering feedback is a fundamental step in understanding what customers want, need, and expect from a brand. It bridges the gap between assumptions and actual consumer behavior, enabling businesses to create products and services that resonate with their target audience.

For handmade cosmetics brands, this process is especially critical, as their success often hinges on building trust, crafting personalized experiences, and responding quickly to niche market demands.



Methods to Gather Feedback

Online Surveys

A structured method of collecting feedback through questionnaires distributed via email, websites, or social media.

Social Media Listening

Monitor and analyze customer conversations on social media to identify trends and sentiments using tools like Hootsuite

Customer Reviews

Analyze positive and negative feedback for actionable insights.

In-Store Feedback

Collecting feedback directly from customers at physical locations or events like craft fairs or markets.



Activity

Create a Feedback Form for Handmade Cosmetics Users

Purpose: To understand customer preferences, satisfaction, and ideas for improvement.

Sample Feedback Form Questions:

- What types of handmade cosmetics do you use most frequently? (e.g., soaps, lotions, lip balms)
- How important are the following factors when buying handmade cosmetics? (Rate on a scale of 1-5: scent, natural ingredients, eco-friendly packaging, price, brand reputation)
- What's one product or feature you wish we offered?
- Are you satisfied with our current product selection? If not, why?
- On a scale of 1-10, how likely are you to recommend our brand to a friend?
- Please share any additional comments or suggestions to help us improve.





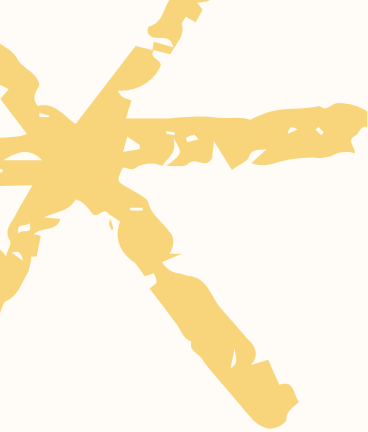
Example in Action

Case Study:

A handmade cosmetics brand, *Nature's Touch*, noticed through online surveys and social media comments that customers were increasingly interested in multipurpose skincare products. They used this feedback to develop a 3-in-1 balm that works as a moisturizer, lip balm, and hand cream. Additionally, they responded to requests for plastic-free packaging by introducing recyclable metal tins for the new product. These changes not only boosted sales but also enhanced customer satisfaction and loyalty.

Key Takeaway:

By actively gathering and acting on feedback through surveys, social media, and reviews, handmade cosmetics brands can adapt to customer needs, build trust, and maintain a competitive edge.



Understanding Consumer Preferences and Demands by Analyzing Consumer Behavior

This section focuses on understanding how customers make purchasing decisions and what influences their choices specifically within the handmade cosmetics industry.



01.

Study purchasing patterns, including seasonality and preferences.

02.

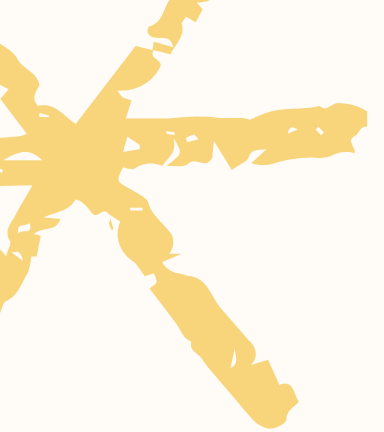
Identify drivers such as pricing, packaging, or ethical sourcing.

03.

Emerging Trends: Increased demand for cruelty-free and vegan products.

04.

Activity: Group task to design a consumer persona for a target audience.



01. Study purchasing patterns, including seasonality and preferences.

A. Seasonality:

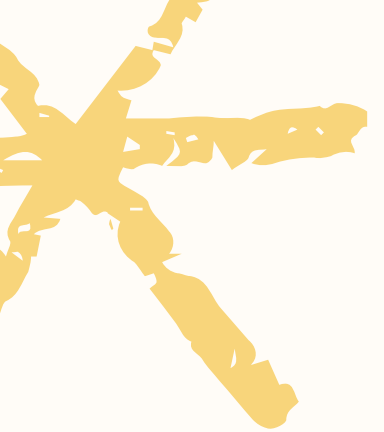
In the handmade cosmetics industry, sales often peak during specific seasons:

- **Winter:** Increased demand for products like lip balms, moisturizers, and body butter as customers focus on hydration and protection from harsh weather.
- **Summer:** Higher demand for lightweight products like refreshing facial mists, sunscreens, or travel-friendly kits.
- **Festive Seasons:** Sales spike around holidays like Christmas, Valentine's Day, or Mother's Day, as people look for giftable items such as scented candles or personalized skincare sets.
- **Example:** A handmade cosmetics brand could release limited-edition peppermint-scented soaps for Christmas or floral-scented perfumes for spring.

B. Preferences:

Customers in the handmade cosmetics market often value artisanal quality, unique scents, and natural ingredients. They might also favor customizable options, like choosing their preferred scent or packaging design.





02. Identify drivers such as pricing, packaging, or ethical sourcing.

Pricing:

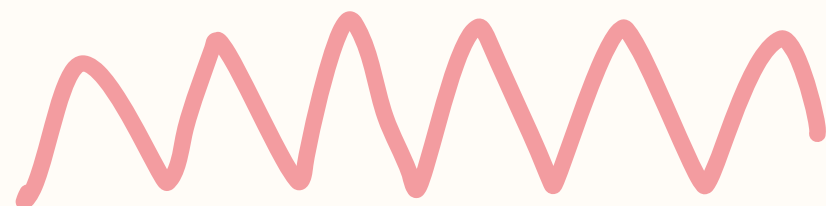
- Handmade cosmetics are often perceived as premium products. However, balancing affordability with high-quality ingredients is key.
- **Example:** Offering tiered pricing, such as small sample packs at a lower price point, can attract new customers.

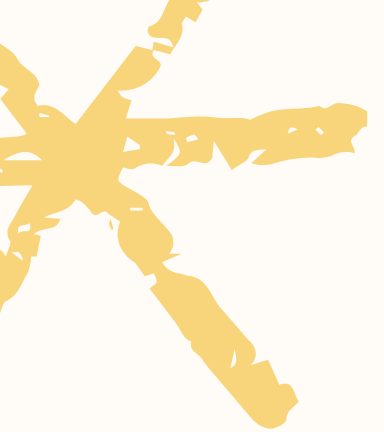
Packaging:

- Packaging plays a significant role in handmade cosmetics, reflecting the brand's identity and ethos. Many customers prefer eco-friendly, reusable, or aesthetically pleasing packaging.
- **Example:** A brand could use biodegradable containers or offer refillable jars for face creams.

Ethical Sourcing:

- Handmade cosmetics customers often prioritize transparency and ethical practices. Ethical sourcing of raw materials, such as using fair-trade cocoa butter or organic essential oils, can strongly influence their decisions.
- **Example:** A brand that highlights the use of locally-sourced beeswax or cruelty-free testing methods could attract ethically conscious consumers.

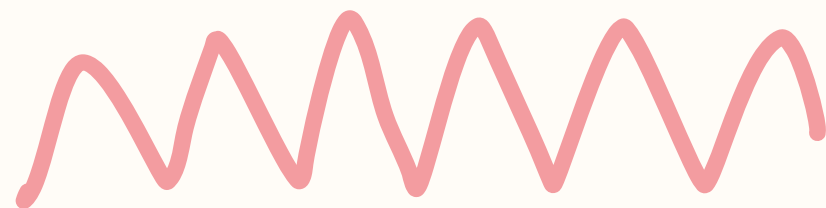


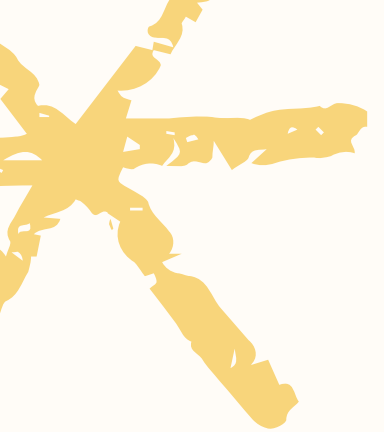


03. Emerging Trends: Increased demand for cruelty-free and vegan products.

- Consumers are increasingly avoiding products tested on animals or containing animal-derived ingredients.
- In handmade cosmetics, this trend translates into a growing demand for:
 - Vegan lip balms made with plant-based waxes.
 - Cruelty-free soaps scented with essential oils instead of animal-derived musk.
 - Plant-based alternatives to ingredients like honey or beeswax.
- **Example:** A handmade cosmetics brand could develop a vegan range featuring shea butter and coconut oil as alternatives to animal-derived fats, accompanied by certifications like “Vegan Certified” or “Cruelty-Free.”

•





04. Activity: Group task to design a consumer persona for a target audience.

- **Steps for the Activity:**

1. **Research the Target Audience**

- Demographics (Age, Location, Income Level, etc)
- Psychographics (Values, Interests, etc)

2. **Define Core Attributes of the Persona**

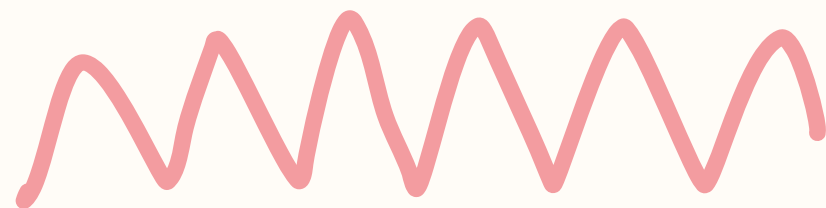
- Name, Age, Occupation, Lifestyle, Goals, Pain Points/Frustrations, etc.

3. **Incorporate Preferences and Trends**

- Products of Interest, Packaging Preferences, Emerging Trend Alignment, etc.

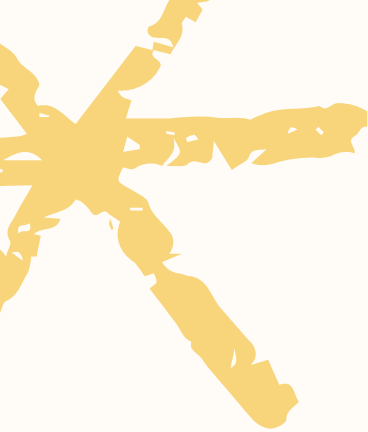
4. **Visualize the Persona**

- Use tools like Canva or PowerPoint to create a visually appealing profile for Someone, including images, a quote about his/her preferences, and a summary of her habits.



Example of a Consumer Persona





Example of a Consumer Persona



John Organic

AGE 26

OCCUPATION IT specialist

STATUS Single

LOCATION Los Angeles, US

INCOME \$60 000

EDUCATION College degree

GOALS AND NEEDS

- John's choices are driven by a desire for discovery.
- He is constantly trying new skin care brand. John wants his skin look good even after active holidays.
- John is searching for CBD products to support his lifestyle

FRUSTRATIONS/FEARS

- Wants to be sure she purchases eco conscious and truly effective products. He doesn't want to waste money on useless things.
- "I am afraid if I can't see fast results"

PERSONALITY: John is organized: he feels a strong need for structure in his life. He is philosophical: own is open to and intrigued by new ideas and loves to explore them. And he is deliberate: John carefully thinks through decisions before making them.

PERSONA BIO

John is an IT-specialist who is familiar about features of CBD and cannabis. He likes to be outdoors and prefers to spend his vacation actively: surfing, hiking, fishing. The southern sun is very cruel to his skin. He wants to find effective skin care for males with CBD.

BRANDS

NETFLIX, TESLA, Apple, WHOLE FOODS MARKET, Tripadvisor

PERSONALITY

Mild-tempered, Self-assured, Confident, Calm under pressure, Content, Self-controlled

PURCHASE INFLUENCE

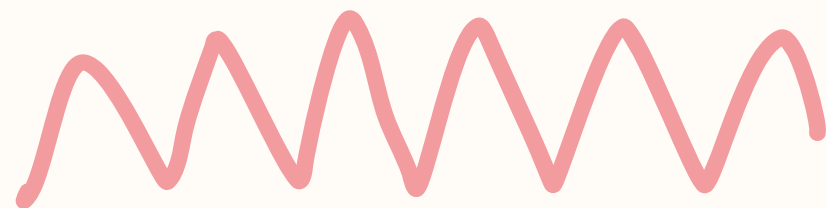
Online ads, Friends and family, Social media, Brand name

MOTIVATION

Ease, Complacency, Calm, Restraint, Imperfection, Flexibility, Risk, Reservedness, Disagreement, Contentment, Inexpression

BUYING BEHAVIOUR

John's buying behaviour can be called variety seeking. His involvement is low and he often do a lot of brand switching. He might want to try out new products just out of curiosity or boredom. He is more about impulse buying.



Thank you!



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