

A marketing plan as a marketing management tool

Defined business document	Marketing plan
Brand	Yves Rocher - yves-rocher.com
Market	Cosmetic and beauty products
Marketing challenge	Introduce a new branded eco-spa
Geographical focus	Tokyo, Japan
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Meeting point of the authors with Danny Abramovich	ESAM School of Management, Paris, France Master in Business and Entrepreneurship
Content covered	Chapter 1, Marketing analysis ✓ Chapter 2, Strategy & objectives ✓ Chapter 3, Budgeted action plan ✓ Chapter 4, Control procedures ✗
Methodology used	The MODE - doing your marketing more effectively
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Act Beautiful

YVES ROCHER

Marketing Plan

Tokyo, Japan



As of May 2021, we are going to implement a market diversification strategy for **YVES ROCHER** in Japan to attract new customers and raise environmental concerns through the creation of a new Eco-Spa Resort in Tokyo.

May is the last month of the spring season in Japan, the weather is nice, and most people, especially women are getting ready for their summer body.

Company Profile



Beauty of
Women

Respect of
Nature

- Founded in 1959 by Mr. [YVES ROCHER](#) in La Gacilly, France
- Yves Rocher is a brand of [the Groupe Rocher](#)
- **Creator of plant cosmetics in France**
- **Botanist, harvester, manufacturer, distributor**
- Expert in **plant cosmetology** and **botanical beauty**
- **Products:** Skin- and hair-care products, makeup and perfumes
- **Services :** body and spa treatments
- **100%** of active ingredients are plant-based
- Over **3,500 Stores** and **30 million customers** worldwide, including **9 million in France**
- Present in **88 countries**
- Global Net Sales: [US \\$104 B](#) (2019)
- [Eco-Hôtel Spa Yves Rocher](#) “La Grée des Landes” in La Gacilly
- **Yves Rocher Foundation:** Nature preservation and environmental-education initiatives in more than 50 countries
- Further information available [here](#)



Geographical Fact Sheet

- [Air pollution](#) is a serious issue in Tokyo, so Yves Rocher will not be unnoticed with their green approach
- [1st country](#) in Asia in terms of **spa revenue**, with more than **6,400 spas** across the country, collectively generating an annual revenue of **¥550 Bn**
- [3rd biggest](#) cosmetic market in the world
- Japanese are obsessed with **cosmetics, beauty** and [wellness](#)
- Sale value of Skincare [¥ 849 bn](#) (2018)
- **31 M** inbound [wellness tourists](#) in 2018, which is expected to double to **60 M** by 2030.
- Wellness tourists spend **\$US 2,190** per trip
- **62** official healing forests in Japan and **21,000 onsen** hot spring resorts with holistic wellness experiences

1. Market Analysis: Yves Rocher

1.1 Business Trend

The trend that has most influenced our business so far is **environmental**.

1.2 Market Analysis

Yves Rocher is involved in these [industries](#):

- Cosmetics, Beauty Supply & Personal Care Products
- Consumer Goods
- Manufacturing

1.3 Competitive Analysis

- The level of competitiveness of our main market is [6.9 out of 10](#) which means that it is **very competitive**.
- Our level of competitiveness is [10%](#) higher than that of our direct competitor **The Body Shop**, mainly due to our **loyalty program** and the **diversity of the products and service** we offer to our clients.

1.4 Market Segmentation

Yves Rocher's main segments based on the needs of their customers are:

- 1. Personal & Basic Care** (hygiene, beauty, makeup, etc.)
- 2. Pampering & Grooming** (hair removal, facial, massage, slimming treatment etc.)
- 3. Gifts** (gift box set and kit, gift cards, free-gift, etc.)
- 4. Act and support the eco-friendly movement**
(1 purchased product = 1 planted tree)

The needs of their clients are rather **emotional** than rational

Yves Rocher offers a **Loyalty program** to clients as well

(Please refer to [Annex 1.4](#) for more details in each category)

1.5 Marketing Offer

As of May, 2020 , Yves Rocher has mainly focused on increasing and improving its brand's image and the values of the company followed by improving the physical features of their products and boutiques, and finally the quality of their offer and price.

(Please refer to [Annex 1.5](#) for more details)

1.6 Marketing Promotion

As of May, 2020, Yves Rocher distributes its products itself within its own distribution channels.

The company has spent most of its resources on direct marketing, followed by Sales' Promotions and Advertising. Also, the company has not participated much in trade shows nor sponsored any activity.

(Please refer to [Annex 1.6](#) for more details)

1.7 Actual Strengths and weaknesses

The **STRENGTHS** of YR according to their customers:

1. **Their unique and personalized offers** which includes the ambiance in the store, the unique designs and packaging of their products, smells and flavors, and the spa service (Visit Yves Rocher's store [here](#))
2. **The countless sales promotions and giveaways**, and the personalized communication tools which make the clients feel very special and valued
3. **The unbeatable prices** which is a good value for money.

Then, the **WEAKNESSES**:

1. Some products need improvements especially the **makeup lines**
2. **Lack of choices and propositions** regarding **men, children** and in terms of **family size products**
3. **Lack of gender diversity in stores**: employees and beauty consultants are mostly women

(Please refer to [Annex 1.7](#) for the complete list of strengths and weaknesses)

1.8 Actual perceptions: positioning

Yves Rocher is best perceived by its clients in comparison to its direct competitors, L'Occitane en Provence and The Body Shop as a brand that proposes the best offer and a unique in-store experience in terms of plant-based cosmetics, followed by countless sales' promotions. (Please refer to [Annex 1.8](#) for the perceptual map of Yves Rocher)

2. Marketing Strategy & Objectives

2.1 Marketing Strategy

Our preferred strategy is entitled "market diversification strategy", which means we are going to introduce a new Yves Rocher's Eco-Spa and retreat facility at Tokyo in Japan, as of May 2021. (Please refer to [Annex. 2.1](#) the TOWS Matrix)

2.2 Developing a value proposition

Following our preferred strategy, as of May 2021, we are going to develop the following value proposition in Japan, Tokyo:

Relax the body, and calm the mind at your own pace, and in respect of nature.

2.3 Targeting next year

Following our preferred strategy, as of May 2021, our main target will be:

- **Tourists that frequently visit Tokyo for wellness purposes (onsen spa, healing forest, etc.) or healing/mental wellbeing**
- **Green consumers or committers to a greener lifestyle**
- **Health, spa and beauty advocates and activists who understand the importance of taking care of the body and soul**
- **Leisured local people who have no problem enjoying the spa from time to time**

2.4 Revising the marketing offer

Following our preferred strategy, as of May 2021, most resources will be allocated to the quality of service first, followed by the brand, the price, and finally the physical features. Amongst all the benefits of the spa, the first purpose of Yves Rocher is to create a new spa experience in Japan with new methods that respect the environment but still provide comfort to its users. (Please refer to [Annex 2.4](#))

2.5 Revising the marketing promotion

Following our preferred strategy, as of May 2021 in Japan, Yves Rocher is planning to use direct and indirect marketing, but mainly indirect marketing for its distribution channels. Indeed, Yves Rocher is planning to use celebrities to promote its spa in order to efficiently reach its audience. Also, in terms of Marketing communication, Yves Rocher will allocate most of its resources to Public Relations which will direct advertising campaigns and promote its brand's image on this new and unknown territory. Yves Rocher will do some sponsorships, and sales promotions accordingly to the Japanese standards. (Please refer to [Annex 2.5](#))

2.6 Strengths and weaknesses into objectives

Weakness: Poor/weak makeup lines.

Makeup trends have grown a lot recently and makeup represents a big portion of cosmetics. Some women use makeup every day and some men also use it. It is an opportunity for Yves Rocher to improve their makeup lines. This can attract more customers.

Weakness: Lack of choices and propositions regarding men, children, and family size products.

For Yves Rocher, this lack of choices regarding men's products and others is wanted. It is for the company an opportunity to emphasize more on women. In fact, Yves Rocher has committed itself primarily to act for the beauty of women and nature especially improving their beauty with plant-based cosmetics.

Weakness: Lack of gender diversity in stores: employees and beauty consultants are mostly women; it may lead to a loss of talents and clients.

[The LGBTQ community](#) is a growing community in our society. Nowadays, some clients and people feel more comfortable being advised by men too or others. It is an opportunity for Yves Rocher to change the dynamism of its workforce.

2.7 Improving perceptions next year

Beyond improving makeup lines, Yves Rocher will redefine its offer and reiterate its commitment to women which is to make them more beautiful and to preserve nature for its customers. Improving communication with customers can help them improve the customers' experience in the store.

(Please refer to [Annex 2.7](#) for the new positioning of Yves Rocher)

2.8 Conducting yearly sales forecast

As of May 2021, our expected sales forecast is \$7.1M

(Please refer to all the **4** [Annexes 2.8](#) for calculations)

3. Marketing Action Plan & Budget

3.1 To pursue partnership

Sephora represents a potential partner for Yves Rocher. However, Yves Rocher will not pursue partnership as of this year.

(Please refer to [Annex 3.1](#) for further details)

3.2 To maintain successful marketing activities

To maintain successful marketing activities, we recommend Yves Rocher to continue investing in direct marketing, sales promotion and advertising, and to begin combining direct marketing with indirect marketing. The benefits are huge. Overall, this will help the company save some costs, reinforce its international presence, promote and distribute more easily their products to foreign customers like in Japan for example.

3.3 To adjust the offer

Yves Rocher would like to **provide the best experience ever** to its customers. Therefore,

1. We are going to focus on **the quality of service** because our objective is to meet and exceed the client's expectations and offer them a unique experience. Thus, to produce a high quality of service, all Yves Rocher's **employees will be trained** accordingly to what his operational tasks and responsibilities are.
2. We are going to focus on **the brand to increase our notoriety**, since people trust and consume products from the brand they know best. Clients of Yves Rocher in France have reported to be emotionally tied to the brand before anything else.
3. We are going to focus on **the price** to remain competitive. Beside quality of service, prices can make a difference in a competitive market. For Yves Rocher France, price features such as **generous discounts** have come to be one their most praised strengths by their customers and potential clients.
4. We are going to focus on **the physical features** because all we want is that when our customers come to our store and spa, or think of us, they remember **our commitment to preserve the beauty of women** and and to **respect the nature**.

3.4 To promote marketing activities

In terms of distribution:

1. We are going to focus on **direct marketing** with **direct mail correspondence** and to collect as much as data and information from our customers in order to adjust the service and better serve them.
2. For **indirect marketing**, we are going to do sign contracts with celebrities (**celebrities' endorsement**) to reach a wider audience, promote our service and raise awareness on environmental matters.

In terms of communication:

1. We are going to hire a **Public Relation agency** to help Yves Rocher with **advertising** in Japan, **develop the image** of the company with its audience : customers, partners, suppliers, service providers, press etc. and establish a climate of sympathy around the brand. Since , **the Greenery Day** in Japan is on May the 4th, Yves Rocher is planning to attend and **sponsor events** that bring people closer to nature.
2. Yves Rocher is also planning to conduct **sales' promotions** for Yves Rocher's Grand Opening in Japan as of May 2021.

3.5 To manage the marketing action plan projects

As of May 2021, Yves Rocher will be working on marketing projects in line with its advertising and marketing objectives.

(Please refer to [Annex. 3.5](#) for further details)

3.6 To set a periodical marketing budget

The marketing budget is fixed at \$852,000, which represents 12% of our total revenue.

Please refer to the **2** [Annex 3.6](#) to discover how the marketing budget has been distributed according to the needs in each marketing category.

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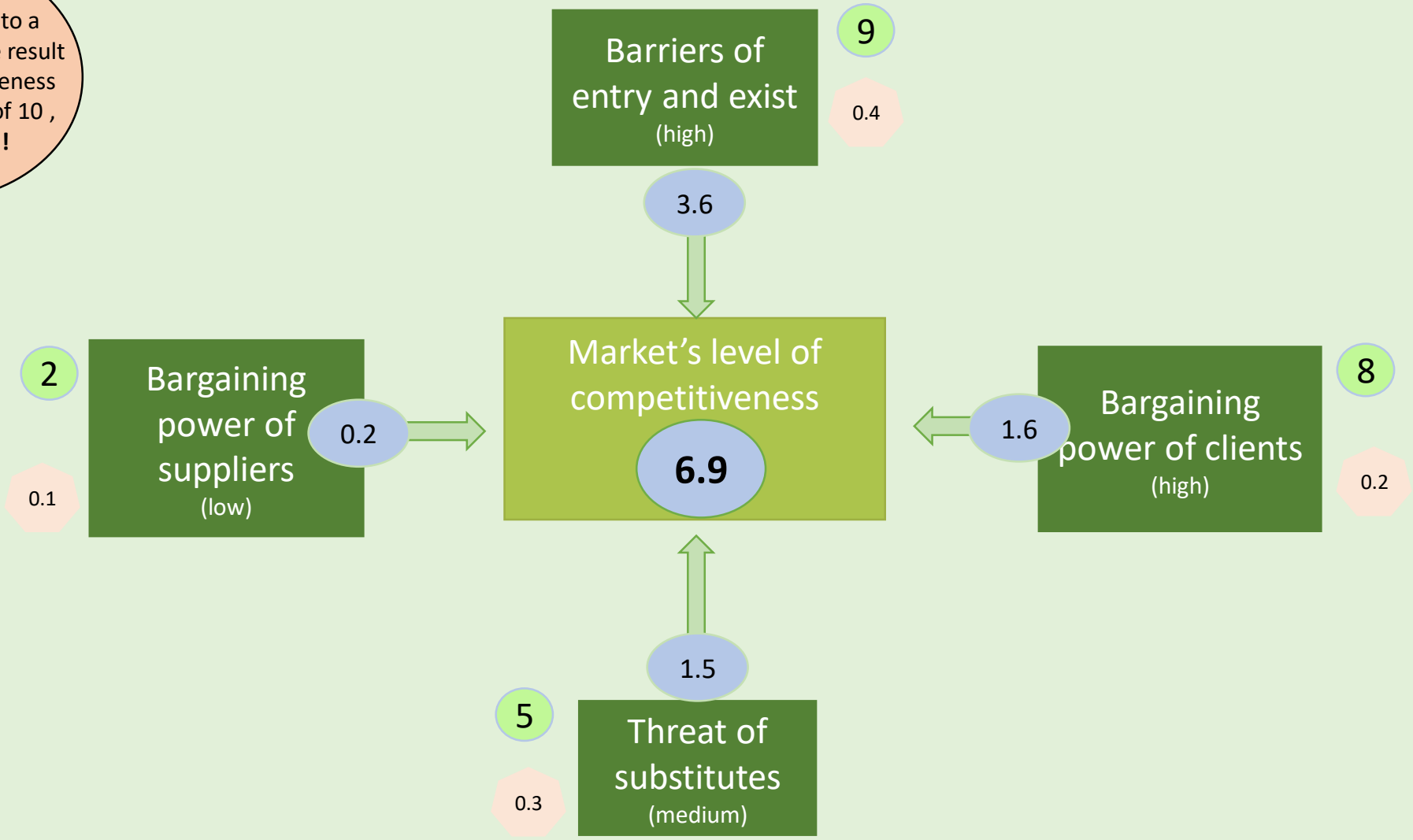


- In 2009, after almost 50 years of existence, Yves Rocher changed its corporate identity. With the new design the company **positions its brand more vigorous** than ever before which should communicate **authenticity** and **sustainability**. Hence, the **engagement for a responsible treatment of natural resources** should be more obviously.
- The visual appearance, headed by the logo, expresses it superior after the redesign.
- The typography, color and expression are based on simplicity and clarity.
- The initials Y and R form a plant within one circle, and beyond the brand, those letters communicate that it is a human that created them: Yves Rocher (1930-2009).
- The letters within the circle describes the attitude of being united and symbolizes a seal.
- Instead of the too thick applied green/ turquoise, Yves Rocher made use of a bright and yellowish green in the new logo. In addition, it is complemented by the brown and vertical written brand name. Thus, a well-balanced and pleasant combination emerged.

Logo
Redesign
-
A Relaunch
of the Brand

Botanical Cosmetics

In case of entry to a new market, if the result of the competitiveness is above 7.0 out of 10 , it is a No Go !



Level of competitiveness of a brand by using Critical Success Factors (CSFs)

		Yves Rocher		The Body Shop	
Critical Success Factors	Weight	1 - 10 Score	Results	1 - 10 Score	Results
<i>Product/service quality</i>	20 %	9	1.8	9	1.8
<i>Product/service diversity</i>	20 %	9	1.8	7	1.4
<i>Price</i>	10 %	9	0.9	7	0.7
<i>Brand credibility</i>	20 %	10	2	10	2
<i>Brand loyalty program</i>	20 %	9	1.8	7	1.4
<i>Originality and superiority</i>	10 %	7	0.7	9	0.9
Total	100 %		9		8.2



Yves Rocher's market segmentation based on the needs of the customers. Those needs are emotional needs.

1. Personal and Basic beauty care



This group of people goes to Yves Rocher for personal and body care. Indeed, regularly, they go to Yves Rocher to recharge their stocks of beauty products for their personal uses such as shampoos, shower gels, body creams, makeup, etc.

2. Pampering and Grooming



This group of people goes to Yves Rocher to receive body and spa treatments. Yves Rocher has its own Spa Institute in its stores and customers are also treated with products from Yves Rocher.

3. Gifts and Giveaways



This group of people goes to Yves Rocher on special occasions to buy gifts to offer. In fact, Yves Rocher creates nice and cute, well-wrapped-gift baskets ready to be offered. Also, Yves Rocher offers tons of free gifts which is very attractive to customers.

4. Act and support the eco-friendly movement



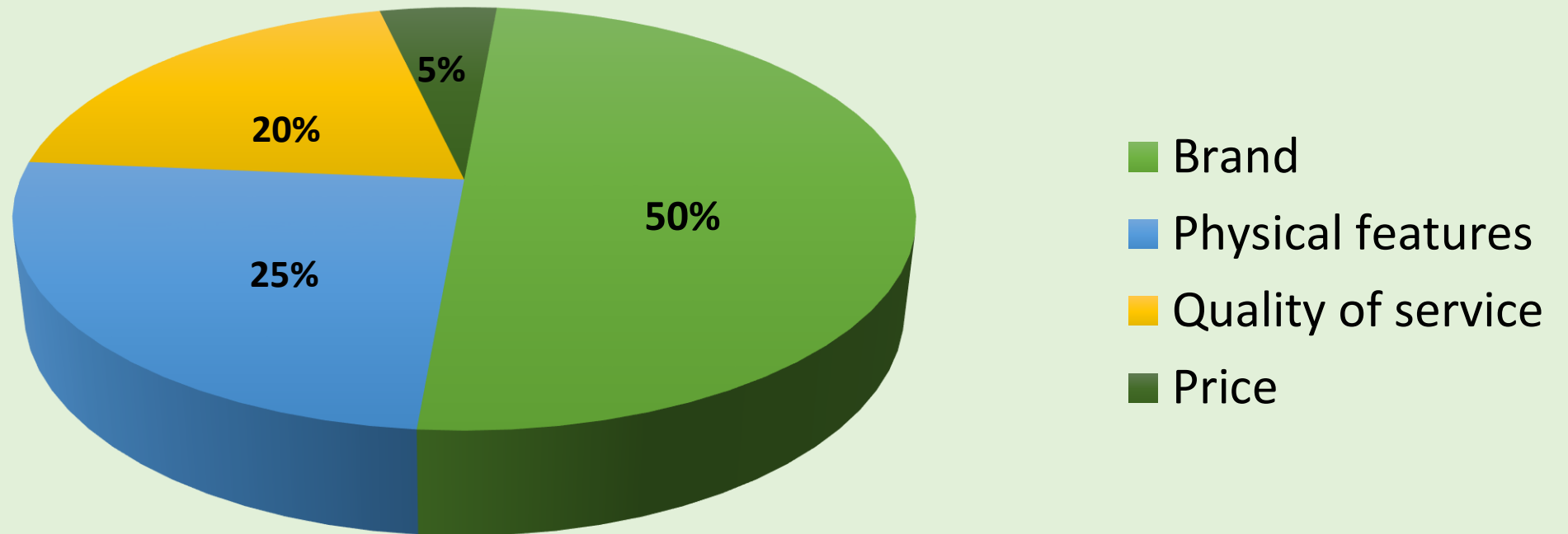
At Yves Rocher 1 purchased product increases the number of trees to be planted by 1. The people in this category feel concerned about the environment and share the same objectives as the company: the respect and preservation of nature. Therefore, by consuming Yves Rocher they intend to support the initiatives of the company.

Yves Rocher Loyalty program :

With **"We Love You" card by Yves Rocher**, clients can accumulate some petals each time they buy an article, and this allowed them to get some rewards such as products or beauty salon care, invitations gifts, or other benefits at their Eco-Hôtel Spa in La Gacilly.

Defining what we sell through the eyes of a marketer is called the Offer mix.

THE OFFER MIX



Let's not forget that Yves Rocher has redesigned its logo and relaunched its brand in 2009 (*See company profile*)



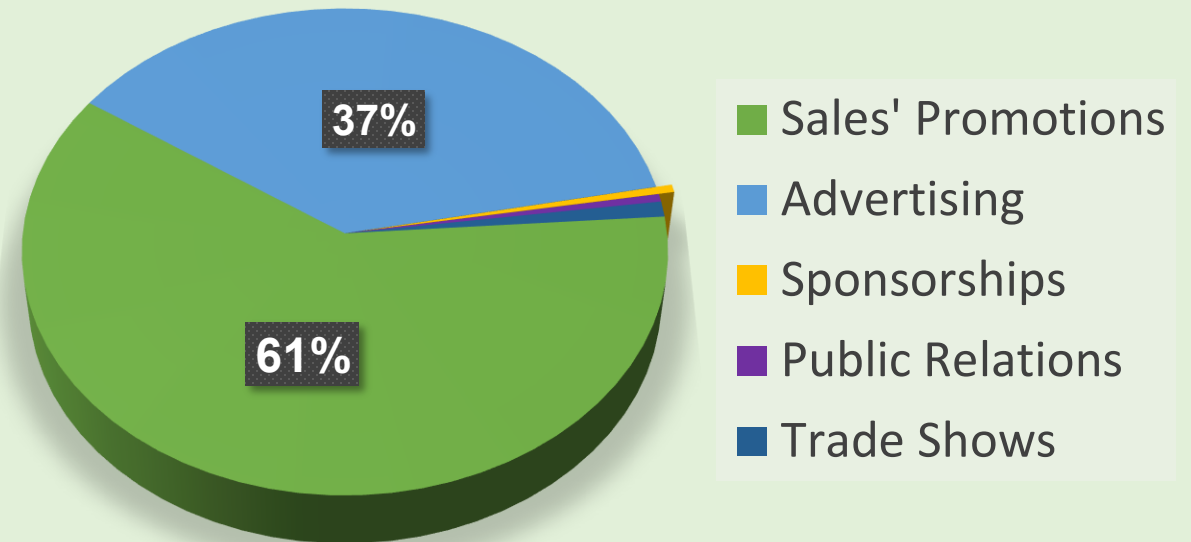


THE DISTRIBUTION CHANNELS



- Yves Rocher's distributions channels are : Wholesales shops (in store sales), Digital (website), Mail/phone order selling, Franchising

MARKETING COMMUNICATION



- Yves Rocher's Sales' Promotions mostly include online and in-store sales, buy 1 get 1 free, code promo, coupons, rebates, free gifts, exclusive sales, flash sales, contests etc.
- Advertising include mainly TV ads and prints



Annex 1.7 : Strengths of Yves Rocher

The Yves Rocher Store, also called Atelier of Botanical Beauty has three areas:

- *The Botanical Greenhouse, a market-style shop;*
- *The Botanical Laboratory, housing “performance products” such as anti-aging skin care; and*
- *The Botanical Beauty Spa, offering plant-based spa services.*

www.yves-rocher.fr



Back to 1.7



STRENGTHS

- **Large products' diversification and choices:** clients can get/buy anything they need at once online or in-store, including small /travel size formats
- **Reliable and certified plant-based cosmetics:** good quality and safety of products/services, and products do what they claim to do. Also, the company controls every step of the production cycle.
- **Nice ambiance, unique design and packaging** (magazine, boutiques, products, gift boxes and kits) – all stores are well decorated with unique and natural tones and colors that well represent the brand and its values. Plus, the products **smell amazing**
- **Low and affordable prices** – best prices on the market of plant-based cosmetics, plus **inexpensive shipping costs**
- **Good value for money**
- A lot of **products' information** available on the website and monthly magazines
- **Frequent and good sales' promotions** online and in-store, free gifts with purchases all the time, memberships sales and deals, gifts on special occasions such as birthdays or for no reasons
- A lot of **attention towards the clients** who feel special and valued through **personalized communication tools**
- **Loyalty program** : one purchase is enough to feel part of the Yves Rocher's family
- **Consistent improvements on products** - in fact, products are frequently renewed
- In-store employees and beauty consultants are **helpful and friendly**
- **Respect of nature and environment**
- **1st botanical cosmetics brand to offer a spa service in addition to products**
- **1st Spa to receive the bio-certification - charming place for relaxation and grooming**

WEAKNESSES

- **Bad customer service** over the phone – **bad or lack of communication** and **time-consuming**
- **Ending product lines:** some products get suddenly discontinued; others are seasonal or limited edition
- **Makeup products need improvements**
- Some products are **perishable** and can't last long, they have a very limited/short expiration date
- **Too many promotions or incentives to buy** their products can easily become annoying
- Home delivery **boxes or packages are not well prepared**, sometimes affecting the products
- **Not too many men products, nor kids or family size products**
- Low prices compared to their competitors: some people **associate low prices as bad quality**
- **Lack of gender diversity in the workforce:** 80% of in-store employees are women

Annex 1.8: Perceptual map

Yves Rocher ●

L'Occitane en Provence ●

The Body Shop ●

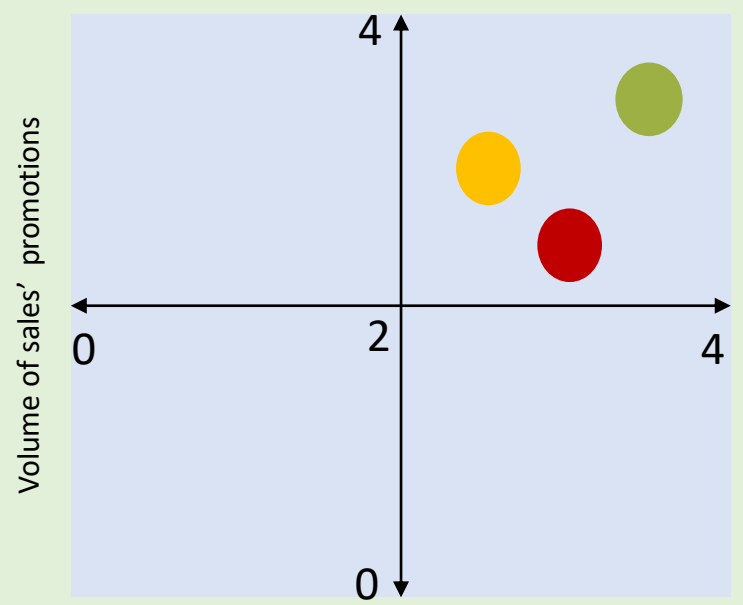
We are comparing Yves Rocher with two of its main competitors in France, **The Body Shop** and **L'Occitane en Provence**.

The elements to compare are **the in-store offer**, **the volumes/numbers of sales' promotions**, and **the prices**.

As a reminder, the in-store offer represents the ambiance in the store, the range of products as well as their looks, designs, smells, flavors, and the spa service.

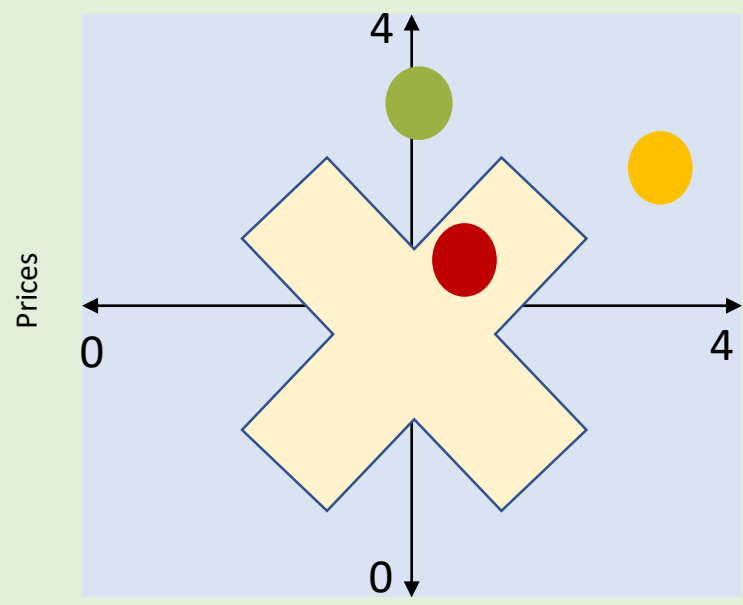
Map 1

The in-store offer



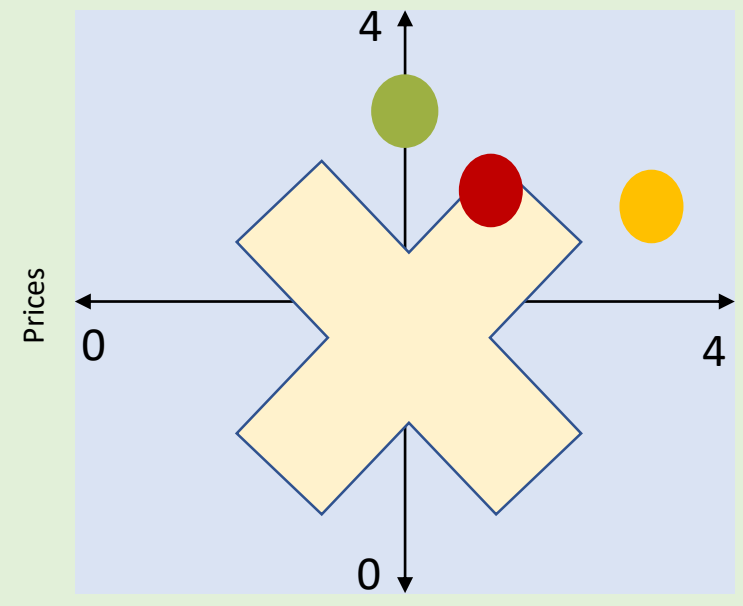
Map 2

The in-store offer



Map 3

Volume of sales' promotions



Map 1 is our preferred perceptual map and the ideal position for Yves Rocher.



STRENGTHS:

- Unique offer
- Generous sales promotions
- Affordable prices

WEAKNESSES:

- Poor/weak makeup lines
- Lack of men products and others
- No male beauty consultants

- Focus on the existing strengths to create a competitive advantage, INNOVATE, and increase international presence

- Collaborate with celebrities, other brands or suppliers to improve makeup lines and introduce new products for men and other categories
- Change the workforce dynamism and hire male beauty consultants



Let's focus on the good ones, as of now !

Yves Rocher's strengths are not exceptional. Competitors can easily copy what they do.

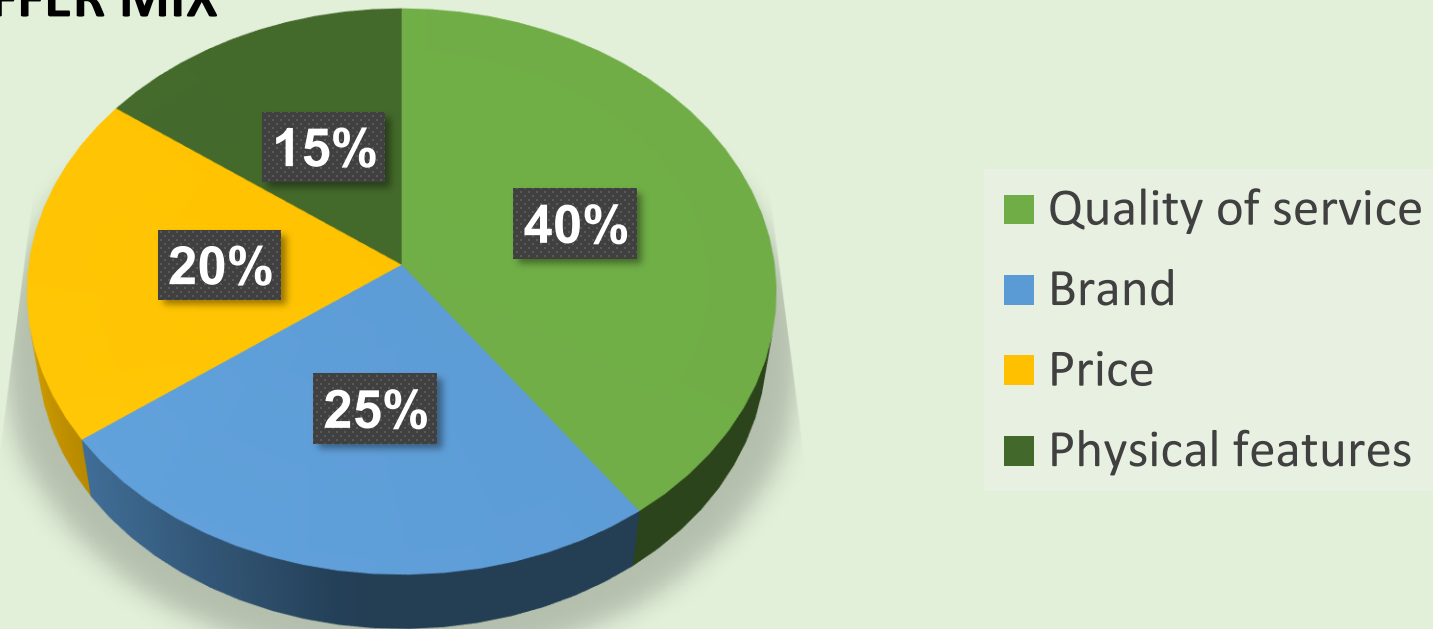
The spa/wellness industry and cosmetics market are highly competitive. If no improvements are made, Yves Rocher will start losing market share to its competitors.





Defining what we sell through the eyes of a marketer is called the Offer mix.

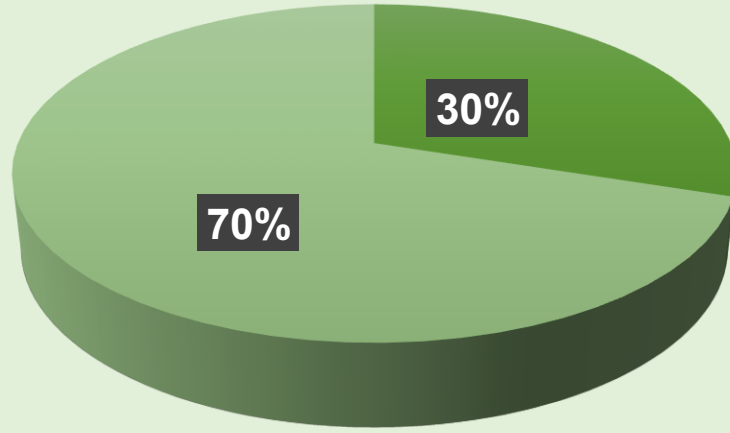
THE OFFER MIX



- In Japan, high-quality service and details matters a lot, especially in the wellness and cosmetics industry where competition is at its best. Customers should be treated as gods with politeness and thoroughness. Japanese people
- In Japan, people like to consume and identify with the brand they buy so it is very important that Yves Rocher praise its brand and the values it promotes. Any negativity about your brand, product or service could affect business.
- In Japan, quality, value, and brand recognition are prized over affordability ([for more information](#)).
- Prices, physical features and standards are things to consider since the Japanese market is new to Yves Rocher. Plus the Japanese market is always in demand for novelty.



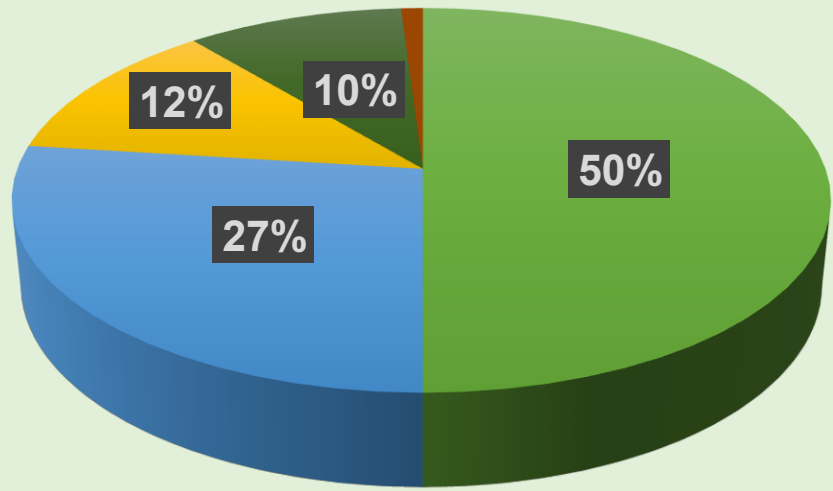
THE DISTRIBUTION CHANNELS



■ Direct Marketing ■ Indirect Marketing

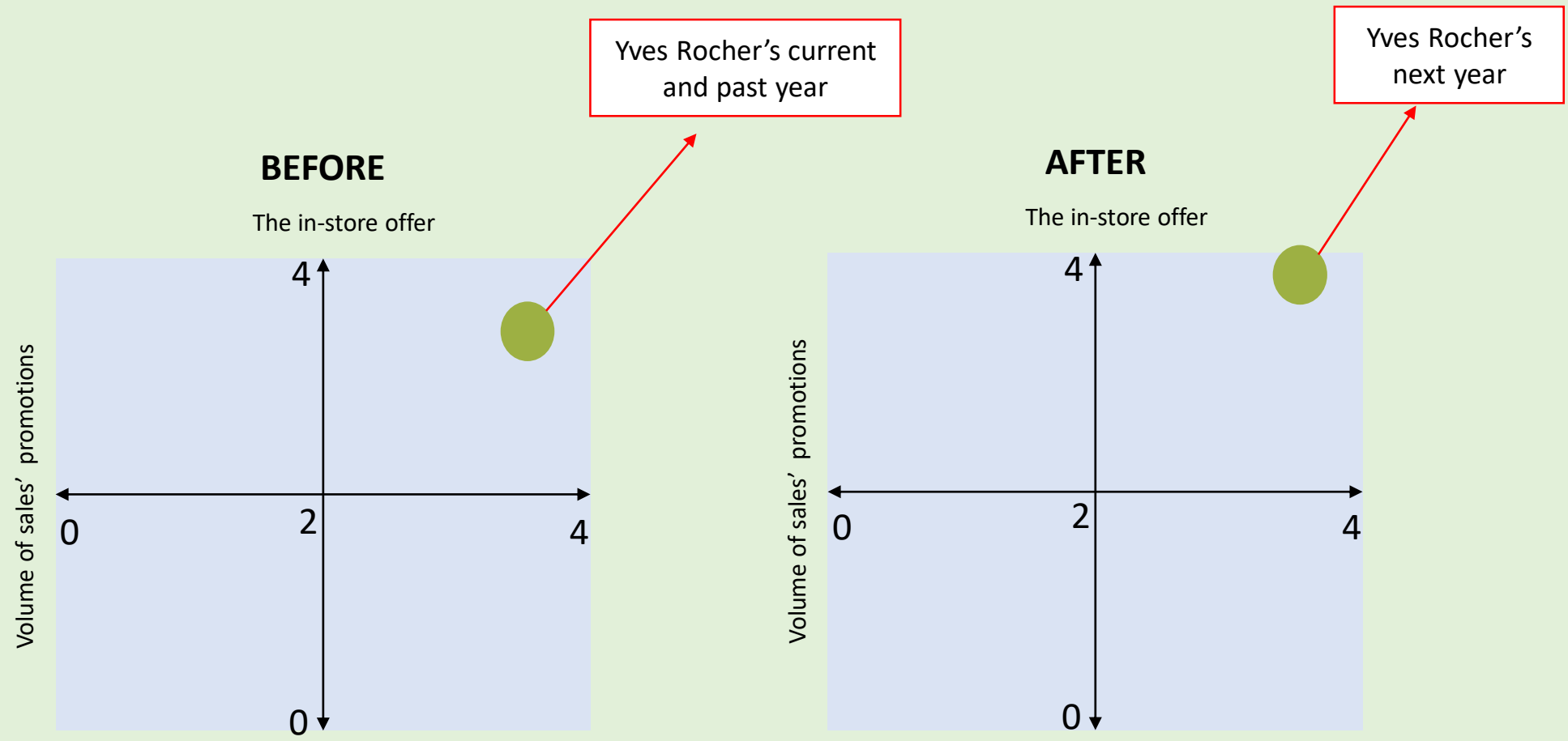
- **Direct marketing** will consist of print advertising, email advertising campaigns, direct mail flyers, and direct mail sales to clients.
- **Indirect marketing** will be comprised of Public Relations, Search engine Optimization, referrals, celebrities' endorsements, word of mouth, and social media influencers to talk about their experience at the spa, write about it, or give reviews.

MARKETING COMMUNICATION



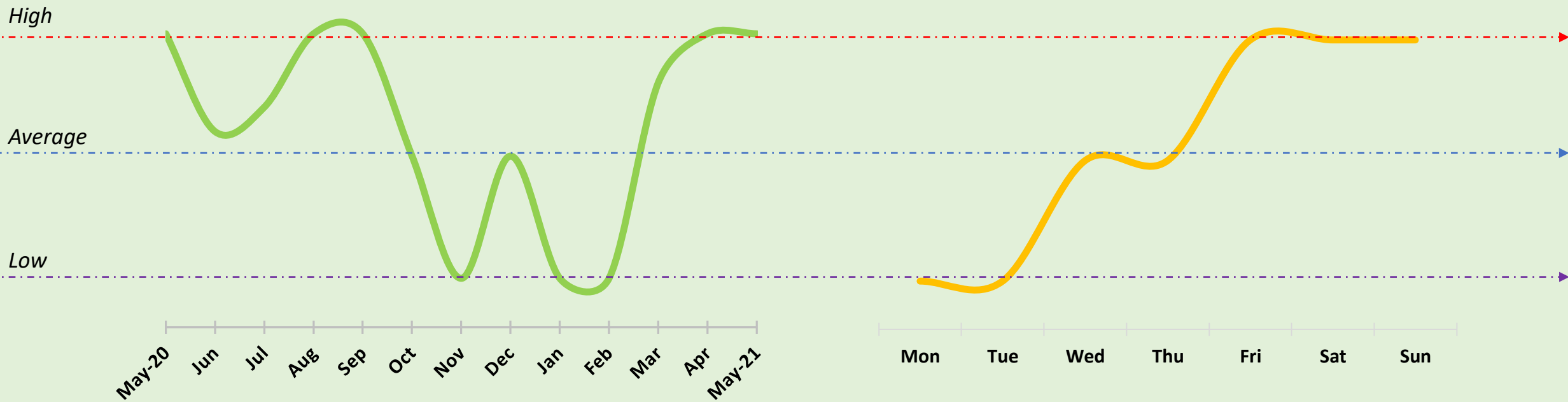
- Public Relations
- Advertising
- Sales Promotions
- Sponsorship
- Trade Shows

- **Public Relations** to promote the brand's image and the quality of service offered by Yves Rocher through social media and others; generate positive comments and enhance Yves Rocher's reputation establishing a strong relationship between the company and its audience.
- **Advertising** will mainly involve outdoor advertising such as billboards, eyes catching posters, but also Tv ads, digital media, and social.
- **Sales promotions** will consist of free giveaways of Yves Rocher's cosmetics products or coupons, and seasonal sales to point out Japanese special holidays.
- **Special sponsorships events:** Greenery Day in Japan , May 4th
- **No trade shows** for now.

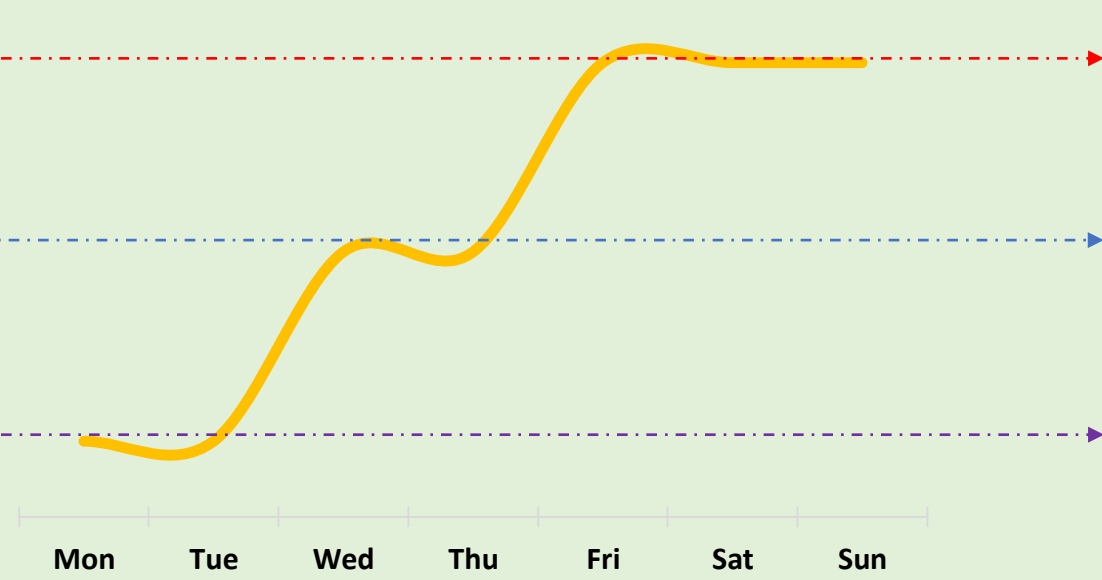


Yves Rocher is moving toward its ideal spot.

Yearly Analysis of seasonality



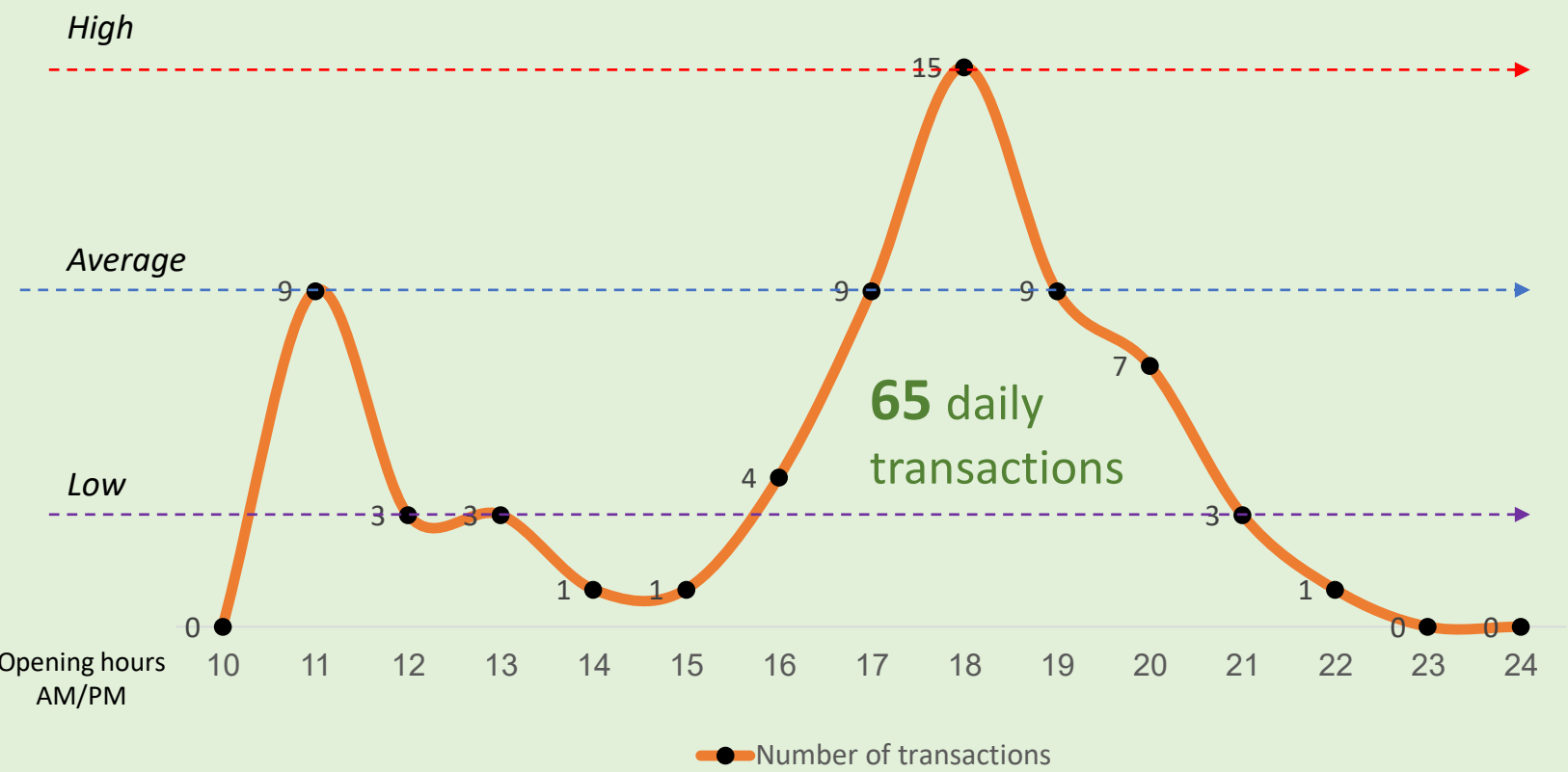
Weekly Analysis of seasonality



- Here, we have the analysis of the spa’s attendance in Japan throughout the year and the week based on seasonality, the weather seasons, and holidays.
- Japan has four distinct seasons: March to May is spring; June to August is summer; September to November is autumn, and December to February is winter.
- From the end of May to mid-July is the rainy season. [\(Source\)](#)
- On high seasonality, Saturdays and Sundays, prices may go up.



Thursday Analysis



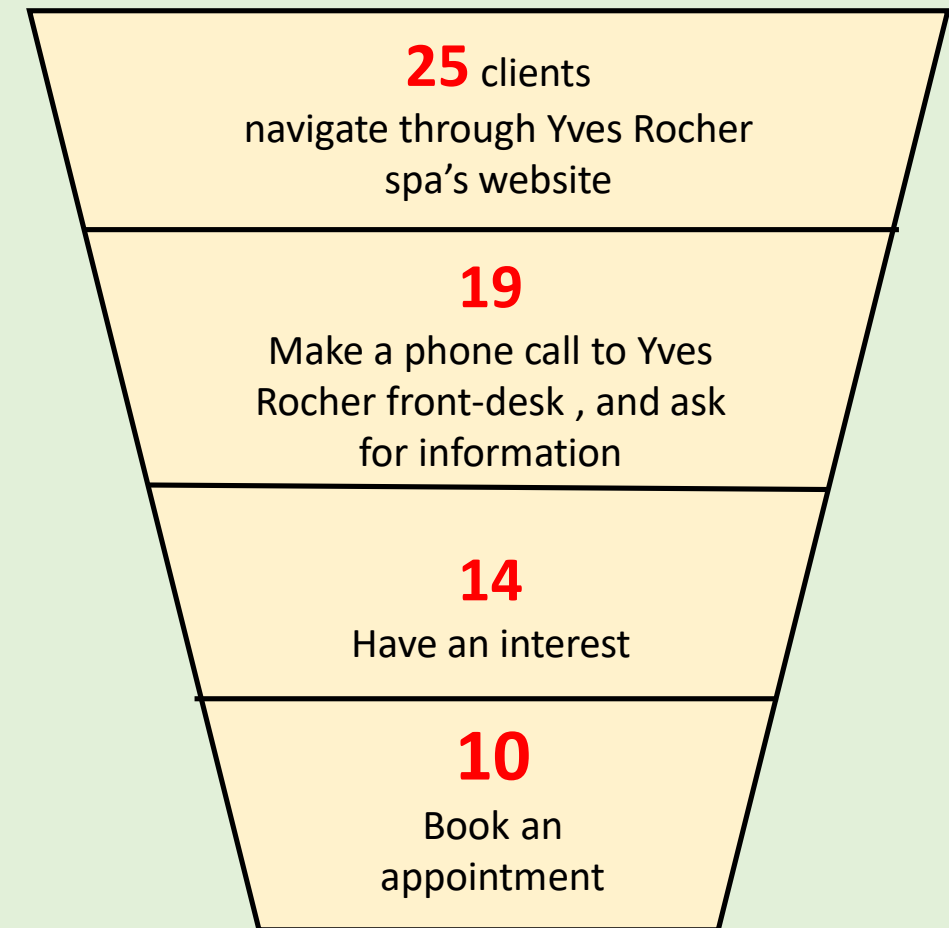
Thursday is an average day
October is an average month
7 days a week
Daily, 10 am to 00 pm - 14 hours a day
The peak hour is at 18:00



- We are planning to collect **65 daily transactions** on an average day in an average month.
- The end to end journey lasts about **20 minutes**
- From the time the customer manifests an interest in the spa or body treatment, starts googling “spa”, navigates through few websites, ends up on Yves Rocher Spa’s website, makes a phone call to its front desk asking for more information, then Book an appointment, and finally arrives at the spa’s location later for his/her treatments.
- The average transaction is **\$380** (10% of tax included)**

** Consumption tax in Japan is 10 % [\(source\)](#)

(20 minutes end to en journey)



Client's Funnel



Calculation of sales forecast

Average price per transaction * Average Daily Transactions * Days * Weeks = Average Sales

$$4\,380 * 65 * 7 * 50 = \$ 8,645,000$$

Because we are optimistic:

$$\$ 8,645,000 / 1.1 = \$ 7,859,091$$

Our yearly sales forecast for the next year, starting in June 2020 to June 2021 is

$$\$ 7,859,091 / 1.10^{**} = \$ 7,144,628 \sim \$ 7.1 \text{ M}$$

*** Consumption tax in Japan is 10%*





YVES ROCHER	
STRENGTHS	<u>WEAKNESSES</u>
<ul style="list-style-type: none"> - Unique offer - Generous sales promotions - Affordable prices 	<ul style="list-style-type: none"> - Poor makeup lines - lack of men products and other categories - No male beauty consultants

Yves Rocher's weaknesses + Sephora's strengths

POTENTIAL PARTNER: SEPHORA	
<u>STRENGTHS</u>	WEAKNESSES
<ul style="list-style-type: none"> - Wide-ranging product portfolio which comprises private labels sold under Sephora, and Sephora own's private label too. - Many distribution channels: massive ability to develop in new regions - Skilled workforce in store composed of both men and women that perform personal beauty consultation - Strong presence on social media - Outstanding digital experience 	<ul style="list-style-type: none"> - Expensive, Sephora is a player in the luxury segment - Brand dilution and a low brand recognition amongst consumers. Most people go to Sephora to buy other brands, and not Sephora's products. - Poor penetration in Asia.

Sephora represents a potential partner to Yves Rocher. Indeed, Sephora's strengths could complement and fill the gaps in Yves Rocher. However, we would not considerate a partnership with Sephora or any other brands at this moment since we are mainly focused on Japanese expansion. All resources must then be carried onto the Spa project in Japan expected next year.

Annex 3.5: Marketing Action Plan Projects

What?	By who?	When?		How much?	Comments?
		From	To		
1. Social media	Public Relation Agency	May 1st, 2021	December 31 st , 2021	\$2,500/month	Advertising on LINE because it is the most popular social media platform in Japan
2. Eco digital billboard	Digital Agency	May 1 st , 2021	September 1 st , 2021	\$20,000/4 week period	Ads will run every 7 seconds Eco billboard is powered by 100% renewable energy.
3. Celebrity's endorsement	Public Relation Agency	September 1 st , 2021	(to be discussed)	\$15,000/each contract	1 Japanese beauty celebrity 1 French beauty celebrity
4. Commemorative planting tree event	Yves Rocher's project manager	May 4 th , 2021	May 4 th , 2021	\$10,000	Sponsor event on the Japanese Greenery Day + donations
5. Yves Rocher's Grand Opening's promotion offers and discounts	Yves Rocher sales manager	May 1 st , 2021	May 31 st , 2021	\$8,000	Buy 1, get 1 free for Yves Rocher products 10 % discount on 1 st full body massage 1 free hair removal session form \$130 spent at the spa
6. Customizable printed mails and offers	Marketing print Agency	May 1 st . 2021	April 30 th , 2022	\$1,000 /month	Prints to be delivered to customer's homes.

Since the market of beauty and cosmetics is very competitive, we have decided to allocate 12% of our total revenue to marketing, which leaves us with an amount of \$852,000 for marketing operations.



\$ 852,000



Resources (\$)			Expenses (\$)		
Capital	511,200	60 %	Indirect Marketing	213,000	25 %
Short-term loan	340,800	40%	Public Relations	170,400	20 %
			Training	85,200	10 %
			Direct Marketing	68,160	8 %
			Sponsorship	59,640	7%
			Sales Promotions	42,600	5%
			Marketing Research	85,200	10%
			Non-allocated fund	127,000	15%
Total	852,000	100%	Total	852,000	100%