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Makeup Business PlanMac Cosmetics 1 Page Business Plan Review Mac Cosmetics has a clear business goal for promoting makeup products and services. These products and services have been developed over 30 years with a major focus on addressing the key customer problem and related opportunities. Business goals, which are a key component of our growth strategy, we consider it critical to define and outline our business objectives and align these goals with clear and measurable developmental values. Our key long-term business goal is revenue growth. Rapid revenue growth is considered to be the most important and measurable business goal. At this stage of our development, we believe this is more important than profitability growth, although both are important long-term goals. CustomerMac Cosmetics was created with a clear focus on the needs of our customers. Through the structured customer discovery process, we have confirmed the client's key problem as the need for professional makeup. This is a critical issue for our chosen target market for high school students. Value Proposition Mac cosmetics are uniquely positioned to provide value for high school students. Mac Cosmetics will be a quick trendy polished makeover. In order to be delivered to this value proposition, we we make-up authority. This potential has taken considerable time and resources for development and is the cornerstone of our competitive advantage. Competitors We have a number of competitors in the makeup market. We believe that our key competitors are: Sephora. Our understanding of these competitors has been used to refine our strategy and value proposition. We believe that we can effectively compete with Sephora on the so far makeup trend. Key Strategies Over the next 6 months will focus on creating successful income-generating activities. This will be done in the context of our broader post-hour planning strategy. These strategies are a tactical implementation of our overall business goal as outlined above. The success of our strategies will be driven by measurable developmental values. The milestones that will be achieved over the next 2 years are: Get 100 Customers Return for Future Events Build Customer Profiles About This documentMake-Up Business PlanIt document was created by Allison Nolan mac cosmetics using 5 Minutes Busine Page 2 Security Business Plan ISM 1 Page Business Plan ISM Has a clear business goal to develop and promote the safest cost-effective security services. These services are in development with a major focus on addressing a key customer problem and related capabilities. Business objectives, which are a key component of our growth strategy, we consider critical and outline our business goals as well as align align targets with clear and measurable developmental values. Our key long-term business goal is to grow revenue while maintaining the safest guarantee for the customer. A secure cost-effective guarantee is considered the most important and measurable business goal. At this stage of our development, we believe that this is more important than profitability growth and revenue growth, although both are important long-term goals. CustomerISM was created with a clear focus on the needs of our customers. As part of the structured customer discovery process, we checked a key customer problem to make themselves feel safe. This is a critical issue for our chosen target market for commercial buildings, pubs, restaurants, business parties and casinos. The ISM value proposition is uniquely positioned to provide value to all client groups. ISM will provide a cost-effective, secure and secure security service. In order to meet this value proposition, ISM is proud to adhere to the unique services provided with the safest cost-effective services, leaving the customer with 100% guarantee and satisfaction. This potential has taken considerable time and resources for development and is the cornerstone of our competitive advantage. Competitors We have a number of competitors in the security market. We believe our key competitors are: UK security and Templewood Security. Our understanding of these competitors has been used to refine our strategy and value proposition. We believe we can effectively compete with UK security, Templewood Security and many others, using a cost-effective solution for a safer security understanding. Key strategies Over the next 18 months will focus on hiring staff. This will be set in the context of our broader strategy to expand the company. These strategies are a tactical implementation of our overall business goal as outlined above. The success of our strategies will be driven by measurable developmental values. The importants to be achieved over the next 2 years: Finding the right clientele for the company, growing the company while maintaining 100% security assurance for our customers. About This PaperSecurity Business Plan This document was created by Tate ISM using 5 Minutes Busine Thank you for the interest in our services. We are a non-profit group that runs this website for document sharing. We need your help to maintain this site. To keep our site running, we need your help to cover our server costs (about \$400/m), a small donation will help us a lot. Please help us share our service with your friends. The article analyzes the business-strategic MAC Cosmetic. The article also analyzes MAC's strengths, weaknesses, capabilities and threats. In addition to this, it has strengths and weaknesses compared to competitors. In addition, there have always been recommendations to ensure effective implementation of the business strategic plan. The introduction of MAC Reference Information is also called makeup-art cosmetics, is a very clear corporation. MAC's business strategies and foundations are extremely simple, but very effective in promoting the company's success. Mac does not use business schemes that are fancy. It is also very concerned about its consumers. In the early stages, the company struggled to establish itself. However, it has gained momentum and is now a multi-million dollar enterprise. In addition, the company is growing rapidly and has some of the most sought-after and popular cosmetics present in the market environment. MAC as a company is amazingly dynamic and produces a variety of products such as hair care, skin care, cosmetics and cosmetics. These products are designed for everyone, such as young or old, conservative or fashionable, poor or rich, male or female. Given the fact that the company has the ability to easily expand in different places, the company does not advocate the idea of expansion. This is due to the fact that the company believes that for the purposes of maintaining a high level of quality, staying in control is the key to the success of the company (Anonymous. fragrance Wholesome, 2012) MAC cosmetics was created with an extremely creative vision. The aim of the concept was to fill the existing gap between fashion photography and make-up artistry. In order to meet the growing demand for beauty and entertainment professionals, Frank Tuscany, fashion photographer and Frank Angelo owner of a chain of salons, launched in 1985 fashion front line in Toronto. Long before the history of MAC, the founders of MAC cosmetics (Tuscany and Angelo) redirected their product line to the industry of fashion and beauty professionals, who relied heavily on cake makeup, heavy cosmetics and stage makeup. This was done in order to create the visuals needed to maintain bright light while taking photos. Who better to rise to this demand than a fashion photographer. With a product line that is celebrity-approved and glamorous image, MAC Cosmetics takes the lead in the beauty industry (Machalack, 2012, p.1). Revenue, Global Reach and Estee Lauder's size were bought by MAC in 1998 and helped the company grow worldwide. Estee Lauder generates \$6.3 billion a year between their twenty-five different brands. MAC is responsible for the one hundred and sixty million revenue generated by Estee Lauder. Mac currently has more than a thousand stores and is present in sixty-seven countries around the world (Anonymous, MAC Capaign, 2012) Strategic Options for MAC Cosmetic For the Company to significant in a highly competitive market, it should use the following following Tools: Balanced map score and SWOT analysis. SWOT company analysis helps in attracting strengths, weaknesses, opportunities and threats to the company, as shown below by MAC SWOT Analysis Solutions for Each SWOT Analysis Make-Up Art Cosmetic has more strength compared to weakness. The Direction pursued by the Company is very promising for the future increase of both its finances and the brand. The company can use this increment to its advantage, such as creating more sought-after products such as lip shadow palettes and/eyeshadow. Despite the MAC company made for a make-up artist, it is sold by Estee Lauder and the general public. In this case, MAC owners should keep in mind their statement wanting to touch everyone. Their main competitor, NARS, Makeup Art Cosmetics won the competition because when they sell their products to consumers, consumers feel they are achieving more. In addition to this, they like the compactness of NARS. Given the fact that online shopping creates great opportunities for MAC companies, it can also be a big threat to their personal services that are pampered in nature. MAC customers have a desire to purchase the company's products online; however, they can also try first the product. For example, most people often want to try makeup products to find out if they actually mix with their skin. Similarly, it is necessary for them to confirm if the product is suitable for their skin. The company should go ahead and promote its online store. However, MAC should continue to promote celebrity posters at their permanent stores, which are free for the purpose of preserving their personal experience celebrated by its consumers (Joines, 2009, P.12). Баланс Оценка карты баланс показателей является управление и стратегическое планирование системы, используемой для выравнивания бизнес-деятельности в организации видение заявления. Ideally, the balance of performance attempts to translate the pious and vague hopes of the company's mission statement/vision into a practical efficient and efficient business management. Therefore, through balance indicators, MAC companies need to look at the following areas in order to improve these areas. In fact, these areas are rarely exhaustive and in most cases specific to the company. Once the MAC has analysed its quantifiable and specific results, it should be prepared to use a balanced performance approach to improve deficiencies. In addition, the metric must be specific, achievable, measurable, timely and reliable. This is because an organization cannot improve what it cannot measure. Typically, the four perspectives of Scorecard's balanced approach are the customer' internal growth and training and financial. Mac company's effective performance balance will lead to the following: educated/motivated employees, improved processes, information systems that are enhanced, greater customer satisfaction, controlled progress and increased use of funds (Anonymous. Balance card. N.d) Comparative understanding of the weakness and strength of MAC Cosmetics with its competitors (Revlon and L'Oreal) Currently the cosmetics industry is in a state of flux. Traditional brands such as L'Oreal and Revlon are perceived by customers as old. In this case, customers are looking forward to more healing and holistic benefits from skin care products. Consumers are no longer satisfied with traditional brands, making it a big challenge for revlon and L'Oreal products. Mac Cosmetics has been able to provide consumers with an awareness of the natural and cruelty of free products. This has had a significant impact on consumer knowledge. Consumers have become more curious about the benefits of MAC personal care. MAC Cosmetics protects its consumers from damaging sun rays by moisturizing their skin and reducing the aging effect. The main limitation with MAC cosmetics is that it has a lot of demand, but there is no supply. While MAC cosmetics are much more in demand than those of its competitors, it was hectic to learn discounted products (Vasen 2007, p.1). In addition to this, outside the United States, there are no advertisements in the media and most people are unaware of mac products benefits and benefits. According to statics, the effective way to obtain information about MAC products is in referrals (Bates, 2006, p.2). Given the fact that MAC products are lacking in advertising campaigns with no free samples, the company relies mainly on its existing customers to disseminate information about its products. In light of the above, L' Oreal is an internationally renowned company and their products are sold all over the world. However, its products are distributed all over the world according to economic, social and cultural factors, as the demand of women is very different from each other. In addition, it offers different products for different countries in order to meet the needs of all women. Unlike MAC, L' Oreal advertising costs are quite high. This is due to the fact that the company believes that it can only increase its profits through advertising (Uzun 2010, p.1). Just like L'Oreal, Revlon products are sold all over the world and sold under different brands. Their products are designed to meet the specific needs of consumers. Creating a Future Organization Options strategy Is the most important thing to assess the external context of the company, grouping and prioritizing threats and opportunities, develop strategic options, options in terms of their importance and implement them. Their. The external context of current legal, economic and regulatory issues Of Estee Lauders are expanding its niche in countries that are foreign. This raised the question of foreign currency, interest rates and every single problem of the country, including war and terrorism. In 2008, the interest rates on Estee Lauder contracts were \$31 million. In addition, he had a one million-dollar currency forward contract, in which the most competitive currency was the euro. The various consequences threaten the creation of new stores in the Middle East. Threats such as retaliation and terrorist attacks. By contrast, according to Estee Lauders' 2008 annual financial report, sales in the Middle East increased by 20%, and about half of net store sales are in foreign countries. The increase in profits was the result of people's increased desire and ability to have their own personal pampering. Given these sales increases, Makeup Art Cosmetics (MAC) demonstrates an opinion that is optimistic about the economy in its current state. From this perspective, the MAC has been able to expand both at the regional and financial level (Joines, 2009, p.10). The importance of technology development, although MAC has managed tremendously their word of mouth strategy, their online enhancement environment will help in improving their sales. With broad recognition of its brand, MAC should exhibit a positive name and have more opportunities to have a wide range of standalone stores. Given the fact that MAC is widely recognized by word of mouth, channeling greater concentration on the Internet will have a big advantage for the company's advertising aspects. With more affordable online stores, companies will have to bear more advertising costs. However, it should be seen as a makeover of Art Cosmetic Investments (Joines, 2009, p.11). Mac Strategic Strategies Options that are effective have an industry and company perspective. They help the organization make fundamental choices and deliver them for the proper alignment of resources. MAC's strategic options will be business growth and a focus on competition. Growing the business will help answer various questions such as how mac how will the company generate new growth? At what point does the MAC value chain anchor and create internal capabilities that overshadow those of its competitors? On the other hand, the emphasis on competition will help in finding solutions to issues such as MAC as a company will be distinct in the eyes of its client? Ceos of companies that direct their investments in the core competencies that join the strategy help in creating market value. As a result, investors will have more confidence in the company. Because they believe that the strategy will be implemented company and deliver profits in the future. In terms of relevance, the definition of a growth strategy is fast. The growth strategy consists of grocery services, market/customer, manufacturing capacity, technology and distribution. Only after the company has chosen its growth option, it can determine its competitive focus. This is where the company learns the tactics to use in order to differentiate itself in the eyes of its customers. There are five main ways in which a company can differentiate itself. These include low cost provider, speed, quality, innovation and services (Strategic Options). The appropriate structure for MAC Cosmetic. The essence of the design organization is to manipulate the various parameters that determine the coordination of achievements and the division of labor. From taking into account the needs of MAC, there is a need for a matrix organizational structure that focuses on the grouping by function and market. This structure will strengthen MAC's end markets. Moreover, given the importance of the interdependence of the workflow, and the company cannot handle them easily through standardization, the use of this structure will greatly contribute to the grouping of market bases for the purpose of promoting adjustments that are mutual and direct control. By implementing the structure of the matrix organization, the MAC will benefit, as project costs will be kept to a minimum and key people can be easily separated. The structure minimizes conflict, and those who need referrals that are hierarchical can be easily resolved. It provides an effective balance between efficiency, cost and time, facilitates the distribution of responsibility and authority, facilitates rapid decentralization of solutions, improves access to a wide range of different perspectives and skills that are diverse, improves regional and global projects, enhances business coordination and communication, and finally reflects the needs of regional clients (Scholz 2008, p.248-249). Criteria for considering potential strategic plan options For the purpose of reviewing the organizational structure and strategy of managing potential options and the environment, the MAC Company needs to make sure that the ideal strategy clearly takes into account the size and age of the organization, the environment and the technical system and the regulatory framework. The structure must clearly develop its structure. A forward-looking strategy should avoid technical uncertainty and provide employees with an operational and production strategy that is effective. It should also be free of strategic uncertainty. Mac pressure to come up with products that meet the customer's requirements is so high hence Management strategies should ensure problems and bottlenecks are dealt with appropriately, not on the basis of an analysis of future conditions. In fact, new new the cost of implementing the organization is millions, so organizational stakeholders must ensure that they reduce operating costs and improve the organization's efficiency. In order to develop cosmetics, MAC must always undergo significant changes at certain points in their development. Change management includes delicate implementation and thoughtful planning, as well as the above mentioned above. It is very important that the company consult with stakeholders affected by the changes. If MAC forces to change on its stakeholders, problems will certainly arise. Changes in the organization must be measurable, achievable and realistic (Huselid, 2005, p.134). In this way, MAC can use templates to come up with a few key strategies that can help meet the organization's goals. It is important that strategies are based on stakeholder input, operation and business analysis. A detailed strategic plan, which includes the implications of a resource management strategy, is an analysis that is systematic of factors correlated with the internal and external environment. The analysis provides the basis for rethinking current management practices. The main objective of the strategic plan is to achieve an ideal alignment of strategic priorities and corporate policies. In the case of MAC, the main highlights of the agreed strategies proposed were the Love YOUR LIPS campaign. Lipstick is often seen as a form of refinement. LOVE YOUR LIPS campaign focuses on different styles of lipstick, technique and appearance. Advertising campaigns are aimed at increasing the target market for mac-customers sales. It also aims to reach a potential group of customers that are not used. The resource implications of any strategic plan include discussion or analysis of the following impacts of resource use (Harkin, 2005, p.111-113) Capacity Needs and Human Capital. The human skills and capabilities required to implement the strategy, the potential and current sources of these resources. Other opportunities, such as management structures, internal systems and a favourable legal framework, are also needed. Financial Needs: Necessary funding to implement the proposed management strategy, potential and current sources of funds, funding gaps and the most important resource risk management strategy: existing risks and ways for the company to implement it Assess the duration of the project, sustainability and exit strategy: This addresses issues such as the length of implementation of the stand strategy, the time it takes to change the strategy and why, if it is possible only to change it and how the strategy will provide it objective achievements of sustainability. Strategic Plan Plan can only be considered complete when the components discussed have been clearly defined in a broad sense. As projects are sent to implementation, most of these components are tested in reality and are defined in depth. Comprising an organization's core values with the current business goals of mac Cosmetics MAC cosmetic demonstrates a significant position on social and corporate responsibility. In addition, the image of the business is largely supported by various conditions. MAC is cruelty-free because it does not use animals as its guinea pigs when testing its products. They use plain white and black packaging, which is recyclable. In addition to this, they advocate recycling practices using the Black to Mac program. Customers are often given free lipstick in exchange for six empty containers returned. Compared to other multinational companies, mac prices are pretty good without empty promises. For example, miracle creams that reduce a person's age. Mac Cosmetics is at the forefront of supporting AIDS with the use of Viva Glam, a popular lipstick company (Anonymous. Ethics and Social Responsibility. 2012). The MAC environment is made up of all the factors that influence how a decision is made within an organization. Thus, they cover forces that can cause influence in an organization. Ideally, forces are threats and opportunities that can be divided into external and internal environments. The internal environment consists of management team and shareholders. The external environment is all external forces and institutions that the real potential, influence or interest on an organization's ability to achieve its competitive goal lies. MAC's main goals are to increase annual sales by at least 15% in 2012 compared to 2011. In addition, it aims to increase its customer participation by 20% in 2012, as well as diversify its brands by updating customer perceptions at the company by 15% or more. Obviously, the goals are perfectly consistent with the core values of the company. Through their participation in social corporate responsibilities and other ethical issues, the company will help enhance their revenue and customer perception. The Vision and Mission Statement for MAC Company Mission Statement (LOVE YOUR LIPS) Campaign on Love YOUR LIPS has been designed to enhance MAC's image in the cosmetics industry with a commitment that is continuous for high service, customer satisfaction and service, through sales and advertising of MAC lipstick. Vision: To be the world's leading makeup professional authority among professional consumers and makeup artist while embracing the MAC credo of all age categories, genders and races. Agreed The goal of MAC's goal is to make the company an expert in the cosmetics industry, as well as to promote the image of MAC and lipstick sales. LOVE YOUR LIPS 2011 campaign was designed to increase sales of MAC lipstick, cause customer participation and diversify the MAC brand. Measures to assess the sustainability of the strategic plan he relates to whether the organization's goals or strategies address the major issues identified in the recognition of the strategic position of the organization. To be precise, this requires an assessment of the extent to which the strategic option of the organization corresponds to the critical factors and expected environmental changes, the exploitation of strategic potential and its feasibility in maintaining the influence and expectations of stakeholders. Tools such as the TOWS matrix, strategic options ranking, scenarios, and solution wood can be used to access sustainable development (Thomas 1993, p.g3). Acceptability It deals with the strategy of expected performance results. They can be divided into three: Stakeholder response, profitability and risks. The benefits that are expected to be derived from the strategy by the company's stakeholders are returns. They can be calculated by cost analysis and financial analysis. Access to a company's risk is the result of financial coefficients, sensitivity analysis and shareholder value analysis. The feasibility of feasibility in itself is related to whether the firm has the necessary competence and resources to adequately implement the strategy. Numerous approaches can be used to justify feasibility. These include, among other things, resource deployment and financial feasibility. The timetable for implementing a strategic plan in the organization Monitoring and evaluating systems to implement the strategic plan in the organization above is of great importance when it comes to defining the organization's strategic goals and issues. The advantage of evaluation and monitoring is that it ensures that the organization strictly adheres to established strategic directions. The basis of Henry Mintzberg's monitoring and evaluation will be used to monitor and evaluate the MAC. In accordance with the model, monitoring and evaluation of the strategic plan should strictly follow the six steps described below (Armstrong, 2002, p.123-126). Direct surveillance: Thus, one person coordinates all activities by giving orders to other employees. It only plays a role when it is vital for a certain number of people to work together. Workflow standardization: It includes direct programming of work content, and putting in place procedures that need to be followed. Results Standardization: Focuses on results, not what shouldn't be a predestination between work work For example, the manager of the region has the task of ensuring 10% sales growth so that the company can achieve overall sales targets. Standards are often the result of the company's analysts. Skills Standardization: Helps you achieve coordination within the company. At this stage, the standardization is received by the employee, not the results or the work. The organization teaches its employees to be trained in a wide range of knowledge and multiple skills, which are therefore applied to the work of organizations. The standardization process takes place outside the organization's environment. For example, in the school of the profession of the university before the distribution of jobs. Unlike standardizing results, these skills do not come from analytics. On the contrary, the operator internalizes them as input to the work that the employee does in pursuit. Standardization Standards: This is when an organization's employees have a set of beliefs that is common and coordinating achievements based on it. Mutual adjustment: Helps in coordinating the work by the informal process simply communication. Those people who work can interact to coordinate and achieve results. Paradoxically, reciprocal adjustment can be used in extremely difficult situations. That's because; it is the only way to be relied upon under extremely difficult circumstances. The conclusion of the LOVE YOUR LIPS MAC campaign will greatly help in promoting the company's lipstick sales. In addition, it will help the company in attracting customers to their activities, as well as in diversifying the image of MAC. Compared to its competitors, the company has numerous strengths and opportunities such as, brand recognition that is positive, customer loyalty, attractive packaging, trend settings, celebrity support and reasonable pricing among others. The recommendation of the MAC Business Strategic Plan is to encourage online purchases and sales in order to capture the market outside the United States. In addition, the company should consider supplying its brand to pharmacies, as well as its competitors. In addition, the company must take the next seven steps to make the strategic planning process effective. Steps such as developing or reviewing a company's mission and vision statements, analysis of operations and business analysis (SWOT analysis), developing and choosing strategic options, setting strategic goals, examining the company's strategy execution plan, establishing resource allocation and review execution. The next seven steps will allow MAC Cosmetics that its various options are included as it forms a cycle that is complete for existing or new strategy planning initiatives. Bibliography Anonymous 2012, MAC Capaign. Web. Anonymous N.d, Balance Account, Kaplan Norton's organizational performance management tool. Web. Anonymous N.d, Ethics and Social Responsibility. Web. Anonymous 2012, Fragrance Wholesome, Some Stories and Background on MAC. Web. Bates, G. 2006, MAC Cosmetics. Fast company. Web. Hankin, H. 2005, New Workforce. Harvard Business Press, Harvard. Guselid, M.A. 2005, Labor account card. Harvard Business Press, Harvard. Joins, H. 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