



URBAN DECAY

Goes to Singapore

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OVERVIEW

Project Rationale
Company Overview
Size of the Business
Target Market
Consumer Profiles
Competitors Analysis
Brand Positioning
Brand Perceptual Map
Competitive Advantage
SWOT Analysis
PESTEL Analysis
Chosen Market
Market Analysis
Rules & Regulations
Consumer Personas
Marketing Strategy
Marketing Message

Time & Action Calendar
Area Analysis & Store Location
Human Resources
Promotional Activities
Marketing Calendar
Financial Analysis
Store Design Moodboard
Store Design (Floorplan)
Store Design (Exterior)
Store Design (Interior)
Ambiance, Safety & Security
App Design
App Wireframe
App Integration
Final App
Evaluation
Conclusion

PROJECT RATIONALE

Urban Decay has been growing globally, from stores in the United States to stores in Europe and Canada. It's important for the global brand to continue to expand into other markets around the world. Opening a flagship store in the Asian market, especially in Singapore where the beauty industry is increasing substantially will help the brand to increase awareness in the Asian market and expand its consumer base, as well as grow its retail presence worldwide.

The new proposed Singapore store will be located in the most iconic Marina Bay Sands. The retail space will be aimed to satisfy both locals and tourists in Singapore as well as serve as the brand's first flagship store in Southeast Asia.

The store will have interactive features and provide a digital and physical experience for customers and stick true to the brand's identity. The ultimate success of the expansion in Southeast Asia will be based on key factors such as excellent customer service, a wide assortment of products, technological interaction experience in-store and in-store promotional events. Overall Urban Decay's expansion to Singapore will bring in new customers and expand the brand's portfolio, capitalize the tourism in Singapore, and increase revenue. As a companion to the opening of the new store, Urban Decay will launch their brand new exclusive app, with features such as in-app buying, virtual try-on, just to name a few.



COMPANY OVERVIEW

Urban Decay was launched in 1996 in Southern California. They disrupted the cosmetics industry's sea of pink-dominated counters. The company's mission is to challenge the status quo of the cosmetics industry, they want to remind people that makeup is for anyone and for everyone, and should always be unexpected and untamed. The brand is most well known for its NAKED collection. Their products are mainly sold around department stores in the United States such as Macy's, Sephora, Ulta, and Nordstrom and their official website, as well as in countries like Mexico, United Kingdom, and Germany. The brand's CSR is based on its global initiative, The Ultraviolet Edge, which empowers women, the company has pledged to donate 100 % of its profits from its eyeshadow primer product to non-profit organizations that support women from developing countries, Urban Decay is also PETA certified as cruelty-free that avoids and is committed to ending animal testing.

**"MAKEUP
IS NOT ABOUT
COVERING
YOUR FLAWS,
BUT SHOWING
THE WORLD
WHO YOU ARE."**

**– WENDE ZOMNIR
URBAN DECAY CO-FOUNDER**



SIZE OF THE BUSINESS

TOTAL REVENUE

\$363.9 million USD

MARKET SHARE

1.27%

TARGET MARKET



Gender: Male & Female

Age: 18-40

Demographics: Worldwide

Social Class: Medium to Upper class

Lifestyle: Loves to be unique and express themselves through makeup, buys makeup products that are out of the ordinary, loves to shop in stores for products as they want to be able to try on the product before purchasing.

CONSUMER PROFILE 1

Ericka

Female

24 years old

Los Angeles, CA

Entrepreneur

Bachelors Degree

\$50K +

Single

No Kids

Ericka lives in an apartment in Echo Park. Her interests include art and fashion. She loves to cook at home during the week, and during the weekend she explores different restaurants and cuisines. Her fashion style is going out of the norm, she expresses her style through the colorful expression of her makeup. She is bold in her choices and loves to stand out in the crowd and be unique



CONSUMER PROFILE 2

Brendan

Male

30 years old

Miami, Florida

Creative Art Director

Bachelors & Masters Degree

\$150 K +

Married

No Kids

Brendan lives in an apartment with his husband in the heart of Miami, Florida. He is an extrovert and loves to socialize at events. His style is classic with a pop of color, and that shows through the choices of color on his eyeshadow makeup. At downtime he enjoys reading a good book by the beach.



CONSUMER PROFILE 3

Alexis

Female

29 years old

Manhattan, NY

Marketing Director

Bachelors Degree




\$100 K +

Married

1 Kid

Alexis lives in a townhome in Manhattan, NY with her husband and her three-year-old daughter. She is a marketing director for a production company. She loves exploring times square in her downtime and trying the latest fashion trends. Her style is bold but in a minimalistic approach with a pop of color in bold lip color, eyeliner, or eyeshadow. On weekends she loves spending time with her daughter and her husband in Central Park having a picnic.



CATEGORY				<i>Too Faced</i>
STRUCTURE	Owned by L'Oreal	Independent	Owned by Estee Lauder	Owned by Estee Lauder
FOUNDED	1996	1997, 2000	1984	1998
MAIN PRODUCTS	Eyeshadow, Foundation, Eye-shadow primer, Concealer	Eyeshadow, Foundation, Lipstick, Eyebrow pencil	Lipstick, Foundation, Eyeshadow	Mascara, Foundation, Face Primer
PRICE	\$14 - \$154	\$10 - \$65	\$10 - \$90	\$10 - \$70
DISTRIBUTION	Free stand-alone stores, E-commerce, Department stores	Free stand-alone stores, E-commerce, Department stores	Free stand-alone stores, E-commerce, Department stores	Free stand-alone stores, E-commerce, Department stores
PRESENCE	Worldwide	North America & Europe	Worldwide	North America & Europe

URBAN DECAY VS. COMPETITORS

BRAND POSITIONING

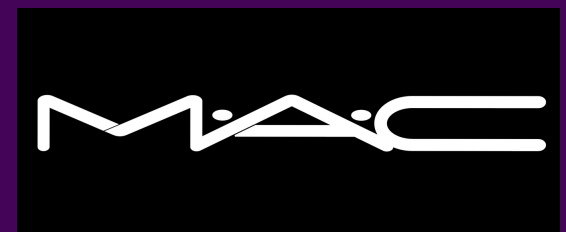


"Badass cruelty-free, high-performance makeup. Reinvention over perfection. Inspiration without replication. Kindness over cruelty." -Urban Decay

BRAND PERCEPTUAL MAP

DARING

URBAN DECAY



♦ Kat Von D ♦

Too Faced

NARS

LOW
VISIBILITY



HIGH
VISIBILITY

NEUTRAL

COMPETITIVE ADVANTAGE

- Daring Wild Colors
- Unconventional structure to products
- Edgy personality
- Temperature controlled technology

Patented Technology + Unconventional +
Daring Colors =
URBAN DECAY Advantage



SWOT ANALYSIS



STRENGTHS

- Daring colors
- Edgy
- Temperature controlled technology
- High-quality products
- Innovative packaging
- Cruelty-free products

OPPORTUNITIES

- International expansion (especially in developing countries)
- Grow their product line
- Vegan beauty products

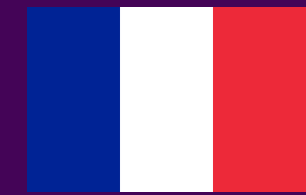
WEAKNESSES

- High price on certain products
- Narrow target market
- High competition
- Imitation of the NAKED collection from various brands
- Limited foundation shades

THREATS

- Competition
- Imitation from lower-priced brands
- Too exclusive
- Daring colors are being done by other brands

PESTEL ANALYSIS



POLITICAL

- Low risk
- Democratic party
- People elect representatives to rule the nation
- high stability that has made the country peaceful and provide a better standard of living

- Stable government
- Strong rules and regulations
- Election happens every 3 years
- Strict labor laws
- Labor force is expensive
- Freedom to business and trade
- System is strong

- Significant role in International affairs
- Founding member of the United Nations
- Major ally to the United States
- Good stability

ECONOMIC

- Free-market economy
- A fast developing country
- Per-capita income is the highest in ASEAN
- Corruption free environment supporting businesses
- Cheap labor cost from neighboring countries

- Developed and wealthy nation
- Agriculture is the largest industry
- Strong advocate of free trade
- Personal tax rate of 33% for income more than \$70,000
- Corporate tax of 28%
- Low inflation rate

- Top ten economies in the world
- Huge contribution to the GDP in the Euro area
- Excellence in its cosmetics and luxury products
- GDP=\$2400.00 Billion (2020)
- Germany is France's trading partner

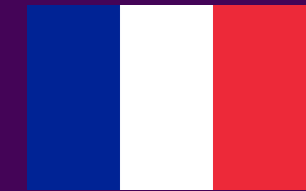
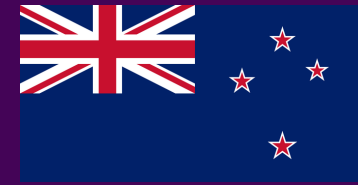
SOCIAL

- Younger generation influenced by western culture and values
- Hard workers to fulfill materialism desire
- Business sectors have high purchasing power from customers
- Literacy rate is high

- Population: 4.8 million
- Life expectancy for women is 88, men life expectancy is 80
- Culturally diverse

- Modern country
- Population: 63.3 million
- Life expectancy for men is 78 and for women its 85
- Most visited tourist destination
- High unemployment rate

PESTEL ANALYSIS



TECHNOLOGICAL

- Internet plays a huge role in Singapore's advancement
- IT infrastructure is high
- E-commerce has skyrocketed

- High and diverse advanced technology
- Has introduced IT technology and Internet to urban rural areas
- Need of improvement in technology sector falling behind from other countries

- Technology advanced
- Usage of the Internet is high
- 3rd nation to launch its own satellite

ENVIRONMENTAL

- Pollution from transportation
- Loss of 30% of its mangrove area
- Low water resource
- Water is recycled after desalination
- Dependent on Malaysia's water resources
- Highest amount of carbon dioxide emission

- Rich marine life
- Developed technology to deal with garbage so it doesn't pollute their atmosphere
- Consistent rainfall
- New initiatives being taken to prevent dust and pollution

- High air pollution
- High water pollution
- Acid rain due to contamination
- 11th highest level in carbon dioxide emission

LEGAL

- Some strict laws
- Employees have the right to a 7-14 day leave paid (includes holidays, sick days etc.)
- Cross-border policies

- Welcomes Foreign Direct Investments
- Strong and independent justice system
- Minimum wage \$12.80 USD

- Working hours 35hr/week
- Employees may not work more than 4.5 hours without a break

CHOSEN MARKET

SINGAPORE

Objective for expansion:

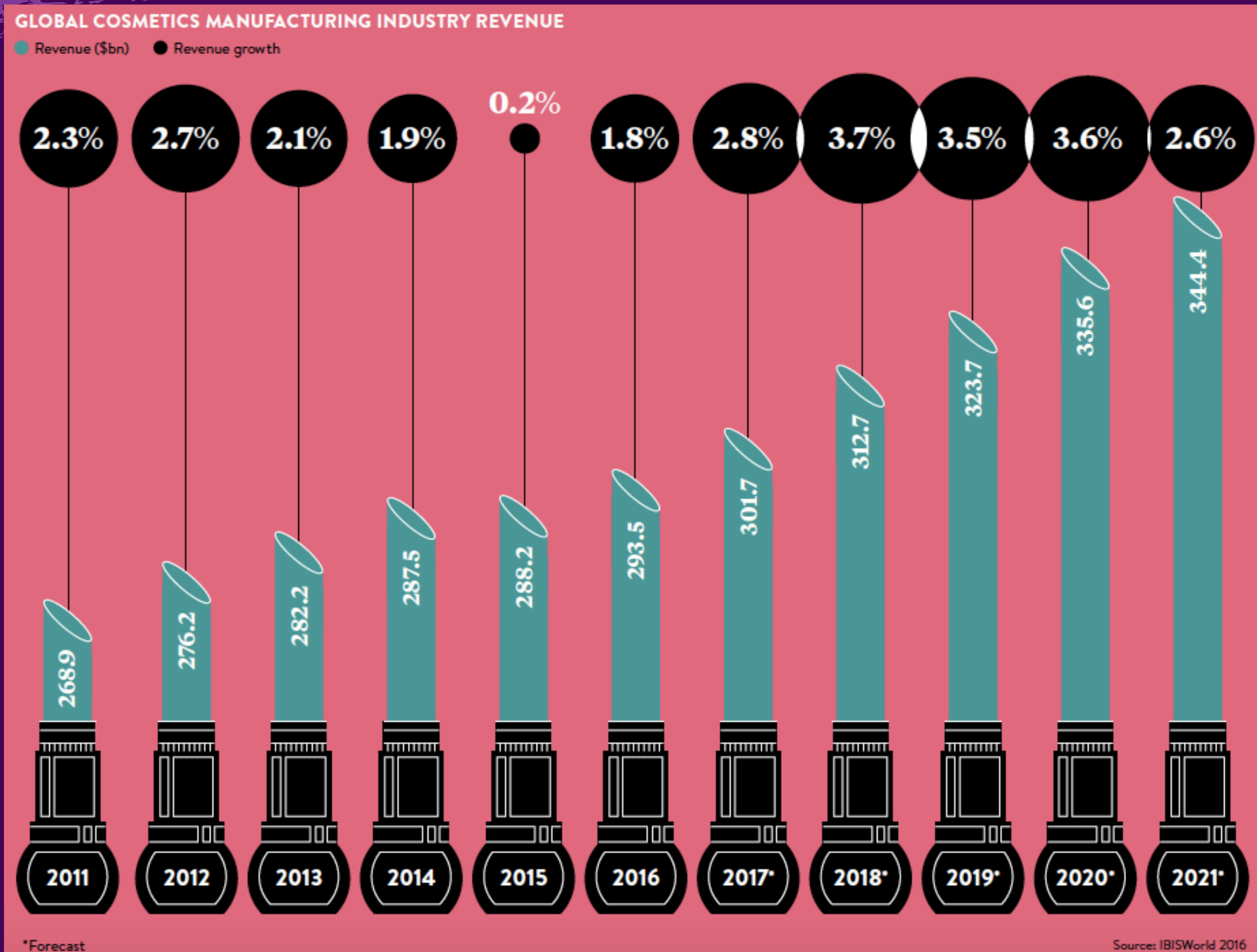
Opening a flagship store in the Asian market, especially in Singapore where the beauty industry is increasing substantially will help the brand to increase awareness in the Asian market and expand its consumer base, as well as grow its retail presence worldwide.

Why Singapore?:

The beauty industry in Singapore is rapidly growing, both international and local brands have dominated this sector. More and more cosmetic brands are expanding into Singapore. Consumers in Singapore invest in their appearance, color cosmetics rank top among their investments.



MARKET ANALYSIS

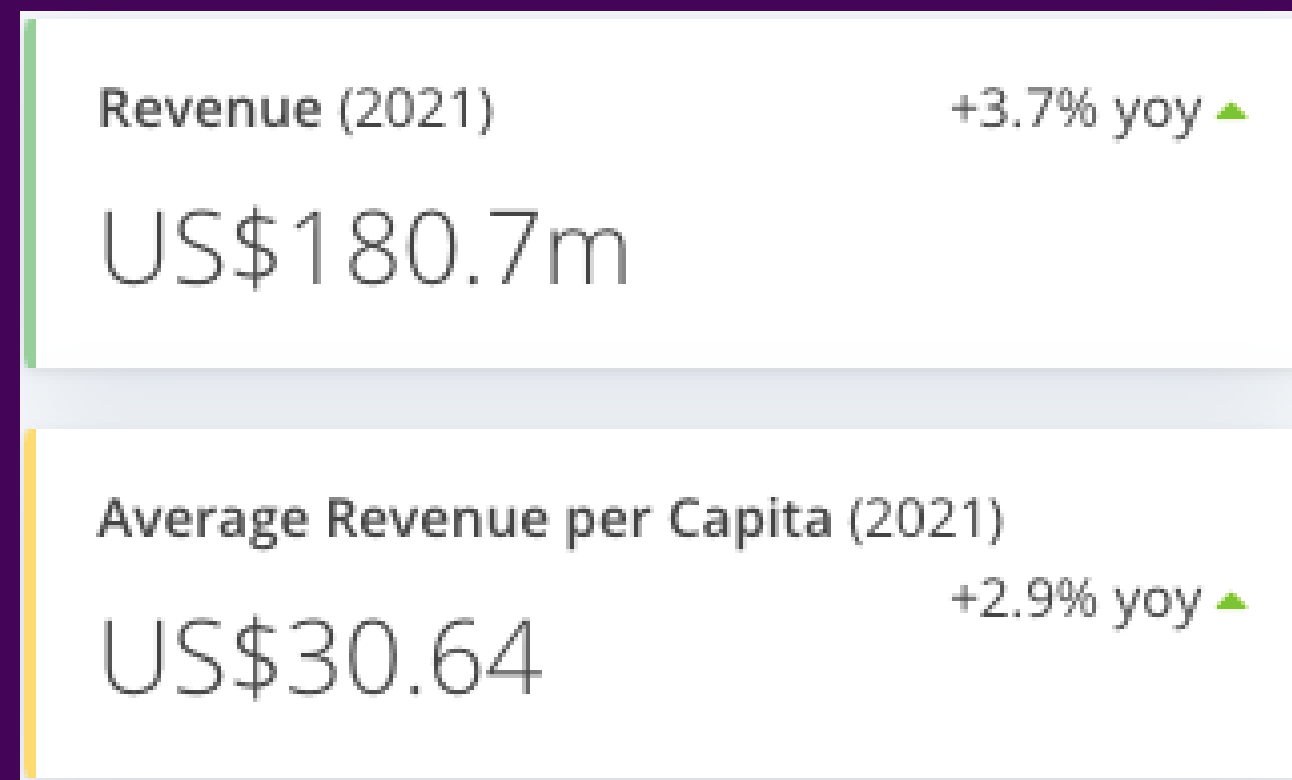


The global beauty market size is substantially growing. Its market size was at a value of \$380.2 billion dollars in 2019, it is projected to reach a value of \$463.5 billion dollars by 2027. At a CAGR of 5.3% from 2021 to 2027. Cosmetics have become a feature of the modern lifestyle of individuals. As cosmetics become a part of an individuals' life, consumers prefer to use products that are handy and easy to use while traveling or attending events. The use of natural ingredients for manufacturing has increased over the years. Asia-Pacific dominates the cosmetics market with an expected growth of CAGR of 6.5%.

Brands that are looking to enter new markets are highly recommended. Emerging nations are growing in purchasing power and becoming globalized, it offers high success for international companies to enter by bringing higher quality products.

MARKET ANALYSIS

There are different avenues for growth in the future of the beauty industry in Singapore. The first one is through e-commerce. There are about 3.12 million e-commerce users in Singapore, this number is expected to grow by another one million by the end of 2021. Another growth opportunity is the male consumer. There is an estimated 33% increase in makeup orders by men.



<https://www.statista.com>

The beauty industry in Singapore is big. According to Euromonitor, the beauty and personal care market in Singapore will be worth a value of \$1.74 billion USD by 2021, due to the fact that consumers in Singapore have disposable income. The cosmetics market segment accounted for \$180 million USD at a CAGR of 1.8% in 2021. The market is expected to see an annual growth of 2.5% CAGR 2021-2025. This indicates that the market in Singapore has potential growth for the future. As mentioned before, consumers in Singapore invest in their appearance, they are adventurous and open to giving new cosmetic products a try. This gives an opportunity for brands to enter the country. Every year about 20 brands are introduced. Consumers in Singapore are varied, even though the population is small, Singapore has a significantly large group of expatriates and millions of tourists every year.

MARKET ANALYSIS

A consumer insight research was done by Daily Vanity in Singapore to gain consumer insight on the usage of cosmetic products. Based on the results conducted, the majority of the consumers are purchasing eye products such as eyebrow pencils, eyeshadow palettes, eyeliner, etc. in comparison to the base makeup and lip products. Consumers in Singapore prefer Western brands when it comes to makeup products. Consumers also prefer products that are cruelty-free, clean and ethically sourced products.



RULES & REGULATIONS

- Health Services Authority (HSA)- Ministry of Health: The authority that regulates and licenses companies
- Must comply with the Health Products Act and its Health Products Regulations that are administered by the Cosmetics Control Unit
- No license is required to sell their cosmetic products in Singapore
- The products do not need to be assessed or approved by HSA before the products are sold
- Companies are required to file a product notification with the HSA.
- There is a 7% goods and services tax imposed on all goods and services that are sold in Singapore



CONSUMER PERSONAS



Yvonne

Female
24 years old
Entrepreneur
Bachelors Degree
\$50 K +

An entrepreneur who loves fashion and makeup. Her style is colorful and isn't afraid to stand out from the crowd. She loves to mix and match bold colors together to express her style.



Derrik

Male
28 years old
Social Media Influencer
Bachelors Degree
\$125 K +

A beauty influencer who loves products that are cruelty-free and are unique in colors. He likes to share different makeup looks to his followers and share his creativity.



Innusha

Female
30 years old
Marketing Director
Bachelors Degree & Master's Degree
\$150K +

A marketing director for a marketing firm. She enjoys long walks in nature to get away from the city. Her style is more laid back with mixing neutral colors to express her chill vibes.

MARKETING STRATEGY

Launch Event - Opening of the new flagship store. The launch party will have people come in and enjoy the new atmosphere. The first few 100 customers to attend the event will get first-hand priority to beauty/custom bar with 20% discount on the custom eyeshadow palette they make.

Influencer/celebrity pop-up appearance- Big influencers/celebrities will make an appearance during the launch event to promote the new store opening.

App-During launch event the app will be live and customers can order products, see info about upcoming events, and a virtual try-on feature

MARKETING MESSAGE

Using an interactive experience throughout the store, the launch event will be marketed in an edgy and colorful simplistic way.

The event is true to Urban Decay's well-known aesthetic; Beauty with an Edge.

"Be Bold"
"Be Dangerous"



TIME & ACTION CALENDAR

Urban Decay Singapore Flagship Calendar							
Time & Action Calendar				Season: A/W 2022			
Stage	Time	Planned Start	Planned End	Duration (days)	Actual Start	Actual End	Duration (days)
1	Concept & Planning Initiation	1-Nov	1-Dec	30	1-Nov	1-Dec	30
2	Market Research	1-Nov	1-Dec	30	1-Nov	1-Dec	30
3	Location Search	1-Nov	1-Dec	30	1-Nov	1-Dec	30
4	Budget	1-Nov	1-Dec	30	1-Nov	1-Dec	30
5	Research Marketing Tactics	1-Nov	1-Dec	30	1-Nov	1-Dec	30
6	Buyer PO	9-Dec	9-Jan	30	9-Dec	9-Jan	30
7	Receive PO	9-Dec	9-Jan	30	9-Dec	9-Jan	30
8	Merchandise Plan	10-Jan	9-May	119	10-Jan	9-May	119
10	Store Design	10-Jan	10-Mar	60	10-Jan	10-Mar	60
11	Marketing Plan	10-Jan	10-Mar	60	10-Jan	10-Mar	60
12	Sales Plan	10-Feb	10-Mar	30	10-Feb	10-Mar	30
13	Supply & Distribution Planning	10-Jan	10-Mar	60	10-Jan	10-Mar	60
14	Communications Plan	10-Mar	10-Apr	30	10-Mar	10-Apr	30
15	Quality Control	10-Feb	27-Apr	77	10-Feb	27-Apr	77
16	Select Employees	28-Apr	30-Apr	3	28-Apr	30-Apr	3
17	Contact Staff Agencies	29-Apr	30-Apr	2	29-Apr	30-Apr	2
18	Packing	1-May	6-May	4	1-May	6-May	4
19	Ready for Delivery	8-May	9-May	2	8-May	9-May	2
20	Export to Singapore	9-May	9-August	90	9-May	9-August	90
21	Merchandise Storage	16-May	16-June	30	16-May	16-June	30
22	Store Set Up	25-July	6-Aug	12	25-July	6-Aug	12
23	Merchandise Set Up	6-Aug	9-Aug	4	6-Aug	9-Aug	4
24	Annouce Opening	4-Aug	4-Aug	0	4-Aug	4-Aug	0
25	Training Emoployees	3-August	6-Aug	3	3-August	6-Aug	3
26	Contact PR Agency	6-Aug	9-Aug	4	6-Aug	9-Aug	4
27	Opening Day & Launch Party	10-Aug	10-Aug	0	10-Aug	10-Aug	0
28	Store Events	10-Aug	10-Sep	30	10-Aug	10-Sep	30
29	PR Press Release	10-Aug	10-Sep	30	10-Aug	10-Sep	30
30	Social Media Content	10-Aug	10-Sep	30	10-Aug	10-Sep	30
31	Influencer Store Appearance	10-Aug	10-Sep	30	10-Aug	10-Sep	30
32	Print Advertising	10-Aug	10-Sep	30	10-Aug	10-Sep	30
35	Store Operations	10-Aug	-	-	10-Aug	-	-

AREA ANALYSIS & STORE LOCATION



Currently, Urban Decay has just a few stand-alone stores, they are in many retail stores such as Sephora, Ulta, Nordstrom, etc. And the brand is only growing and currently planning to expand to more international locations.

MARINA BAY SANDS SHOPPE



The most iconic and glorious attraction of Singapore. Marina Bay Sands Shoppe is known to be one of the best places for shopping in Singapore. A lot of locals and tourists go there to explore the architecture of the building and shop local and international brands some of which are never heard of. Prices in these stores are affordable to tourists as the exchange in currency is great for many tourists.

HUMAN RESOURCES

Merchandise Manager

Merchandise Manager: Responsibilities include the management of the visual displays, advertisements and promotional activities, and the placement of the products in the store (depending on the season and collection)

Store Manager: Responsibilities include being in charge of the budget and annual reports. Oversees all employees of the store

Store Manager

Assistant Store Manager

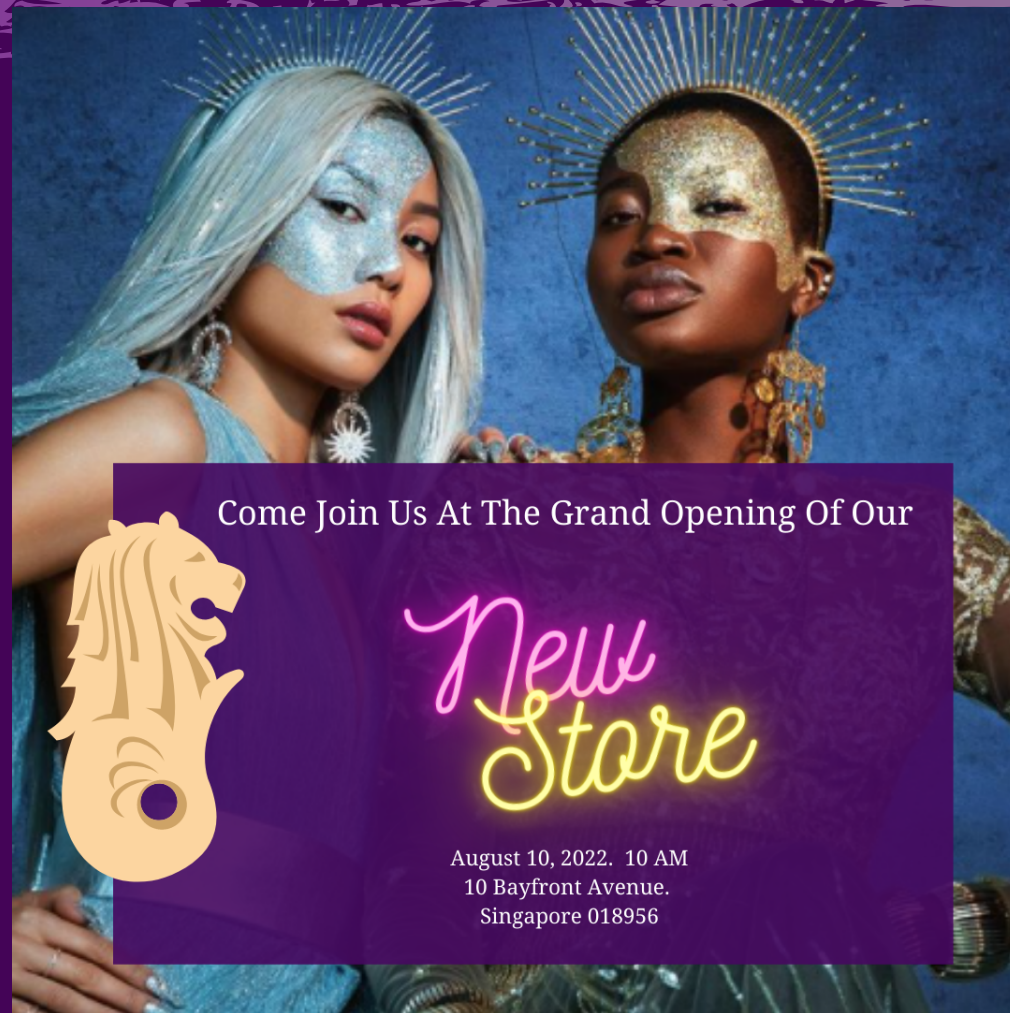
Assistant Store Manager: Responsibilities include assisting the store manager and taking responsibilities in the absence of the store manager. Managing the inventory and provide daily updates to the store manager

Beauty Experts (4)

Beauty Experts: Four beauty experts are responsible for the clients, they will introduce the clients to the merchandise and offer makeup consultations/sessions and tips on how to use the products



PROMOTIONAL ACTIVITIES



Our promotional activities will aim to bring the bold, fun color makeup style to Singapore in Autumn/Winter 2022, we want to enhance the bold and colorful visual image that will appeal to the new target market in Singapore.

- Launch Party:

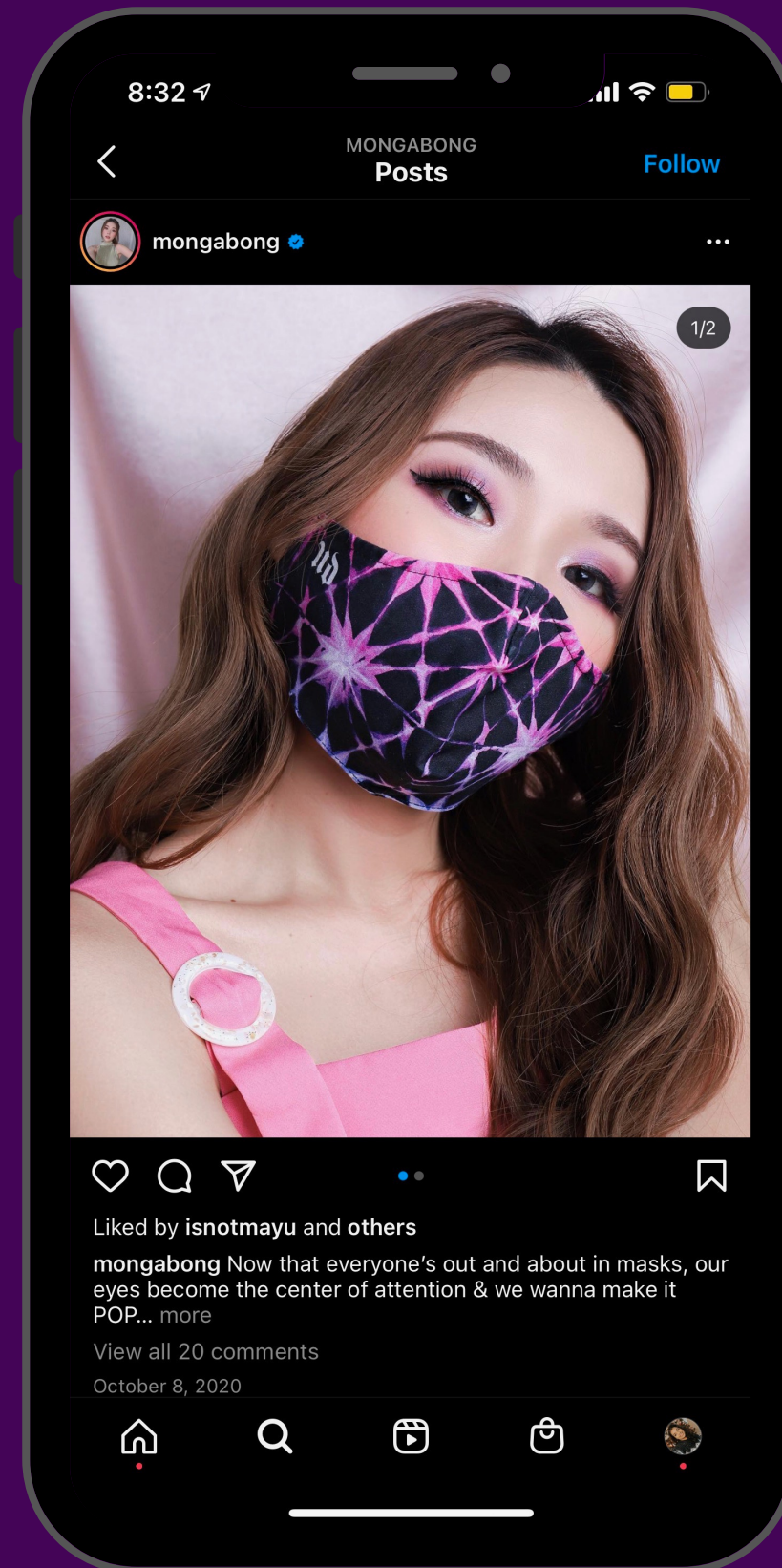
- Invite Singapore media, magazines, beauty influencers
- Hire a catering service to serve delicious mini desserts and hors d'oeuvre at the event
- Hire an upscale Singapore DJ that plays songs that speak to the style of the brand



-Store Events:

- Store employees will wear bold eyeshadow colors and a bold lip color (all UD products)
- The team will focus on promoting the products, the beauty experts will give one-on-one consultations in the beauty bar section and makeup tutorials
- Desserts and hors d'oeuvre will be served at each event

PROMOTIONAL ACTIVITIES



- Beauty Influencer:

- Invite beauty influencer such as Mongchin Yeoh (@mongabong)
- Send her a PR package 2 weeks in advance before the opening date for her to promote the new store opening in Marina Bay Sands Shoppe
- She will takeover the UD social media for the day
- Attract her followers to the brand and store

-Social Media:

- The team will post a lot of content about the new store opening through platforms such as Instagram, Facebook, and Twitter
- Content will be a mixture of photos, videos, reels, and Instagram and Facebook Stories and Gifs.

MARKETING CALENDAR

Marketing Calendar A/W 2022

Stage	Time	Planned Start	Planned End	Duration (days)	Actual Start	Actual End	Duration (days)
1	Store Events	10-Aug	10-Oct	60	10-Aug	10-Oct	60
2	PR Press Release	10-Aug	10-Sep	30	10-Aug	10-Sep	30
3	Social Media Content	10-Aug	10-Sep	30	10-Aug	10-Sep	30
4	Influencer Store Appearance	10-Aug	10-Sep	30	10-Aug	10-Sep	30

FINANCIAL ANALYSIS

URBAN DECAY 3-Year Income Statement

	2022	2023	2024
Revenue	\$25,808,000	32,260,000.00	\$38,712,000.00
Cost of Goods Sold			
Beginning Inventory	\$500,000.00	\$35,000.00	\$70,000.00
Labor	\$25,000.00	\$25,000.00	\$25,000.00
Material Cost	\$30,000.00	\$30,000.00	\$30,000.00
End Inventory	\$35,000.00	\$70,000.00	\$25,000.00
Total Cost of Goods Sold	\$590,000.00	\$160,000.00	\$150,000.00
Gross Profit	\$25,218,000.00	\$32,100,000.00	\$38,562,000.00
Operating Expenses			
Rent of Commercial Pop-up Location	\$200,000	\$200,000	\$200,000
Employee's Salaries	\$340,000.00	\$340,000.00	\$340,000.00
Freight Costs	\$89,000	\$89,000	\$89,000
Marketing Costs	\$40,000	\$40,000	\$40,000
Store Equipment	\$1,500	-	-
Furniture	\$3,000	-	-
Other Miscellaneous	\$2,000	\$2,000	\$2,000
Total Expenses	675,500	\$671,000	\$671,000
Operating Income	\$24,542,500	\$31,429,000.00	\$37,891,000.00
Taxes (17%)	\$4,172,225	\$5,342,930.00	\$6,441,470.00
Goods and Services Tax (7%)	\$1,717,975	\$2,200,030.00	\$2,652,370.00
Net Income	\$18,652,300	\$23,886,040.00	\$28,797,160.00

FINANCIAL ANALYSIS

Stand-Alone Store Budget 2022

BUDGET	UNIT	COST	TOTAL COST
Rent of stand-alone store	1	\$200,000	\$200,000
Human Resources (Annually)			
Merchandise Manager	1	\$70,000	\$70,000.00
Store Manager	1	\$75,000	\$75,000.00
Assistant Sales Manager	1	\$63,000	\$63,000.00
Beauty Experts	4	\$33,000	\$132,000.00
Estimated Commisions (Annual)			\$340,000
Freight Costs (Annually)		\$89,000	\$89,000
Marketing Costs		\$48,000	\$48,000
Furniture		\$20,000	\$20,000
Store Equipment		\$9,000	\$9,000
TOTAL		\$607,000	\$706,000

Marketing Budget 2022

BUDGET	UNIT	COST	TOTAL COST
Launch Party	1	\$15,000	\$15,000
Store Events (quarterly)	4	\$5,000	\$20,000.00
PR Press Release	2	\$500	\$1,000
Social Media Content		\$2,000	\$2,000
Influencer Store Appearance	1	\$10,000	\$10,000
TOTAL		\$32,500	\$48,000

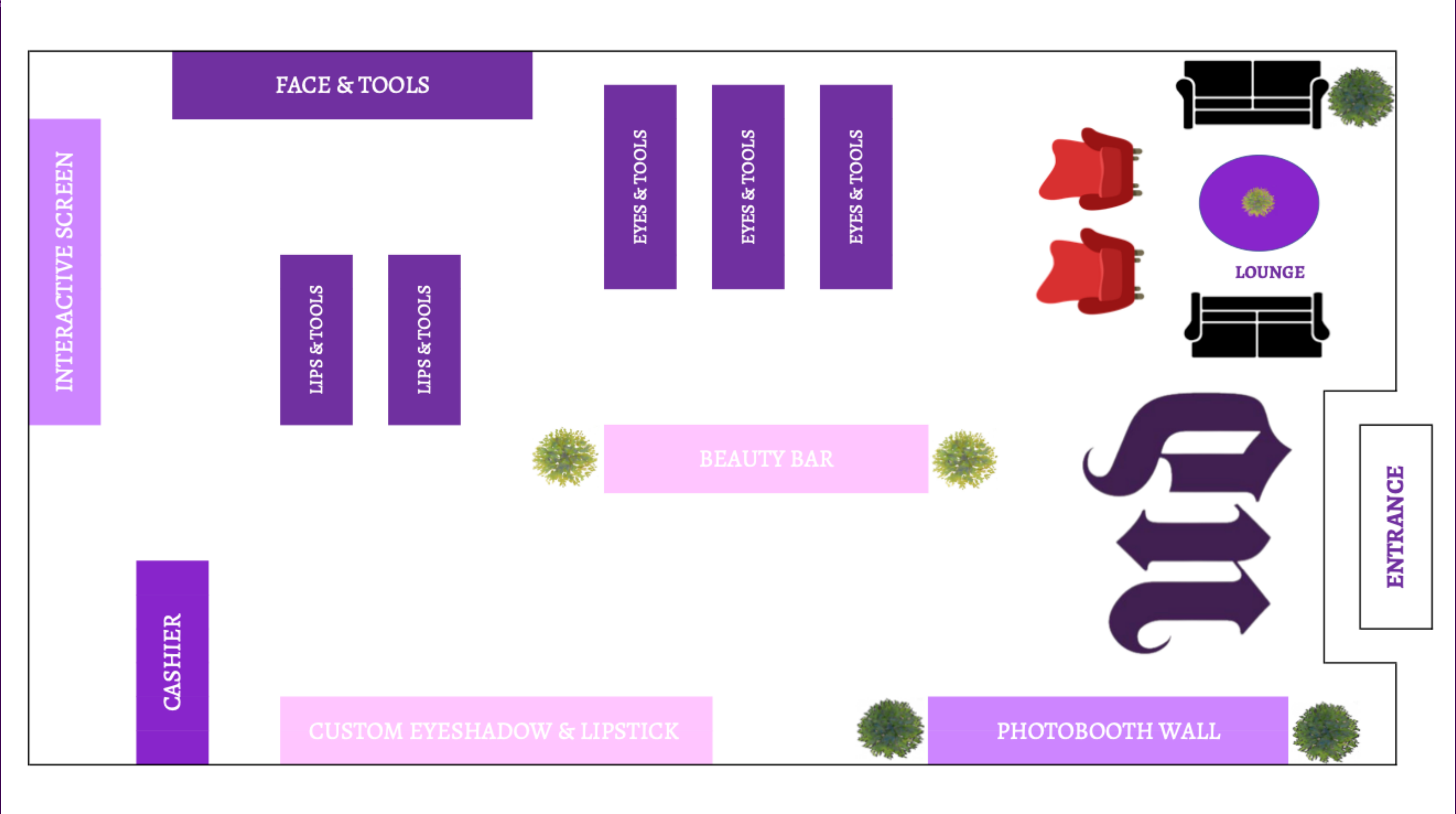
STORE DESIGN MOODBOARD



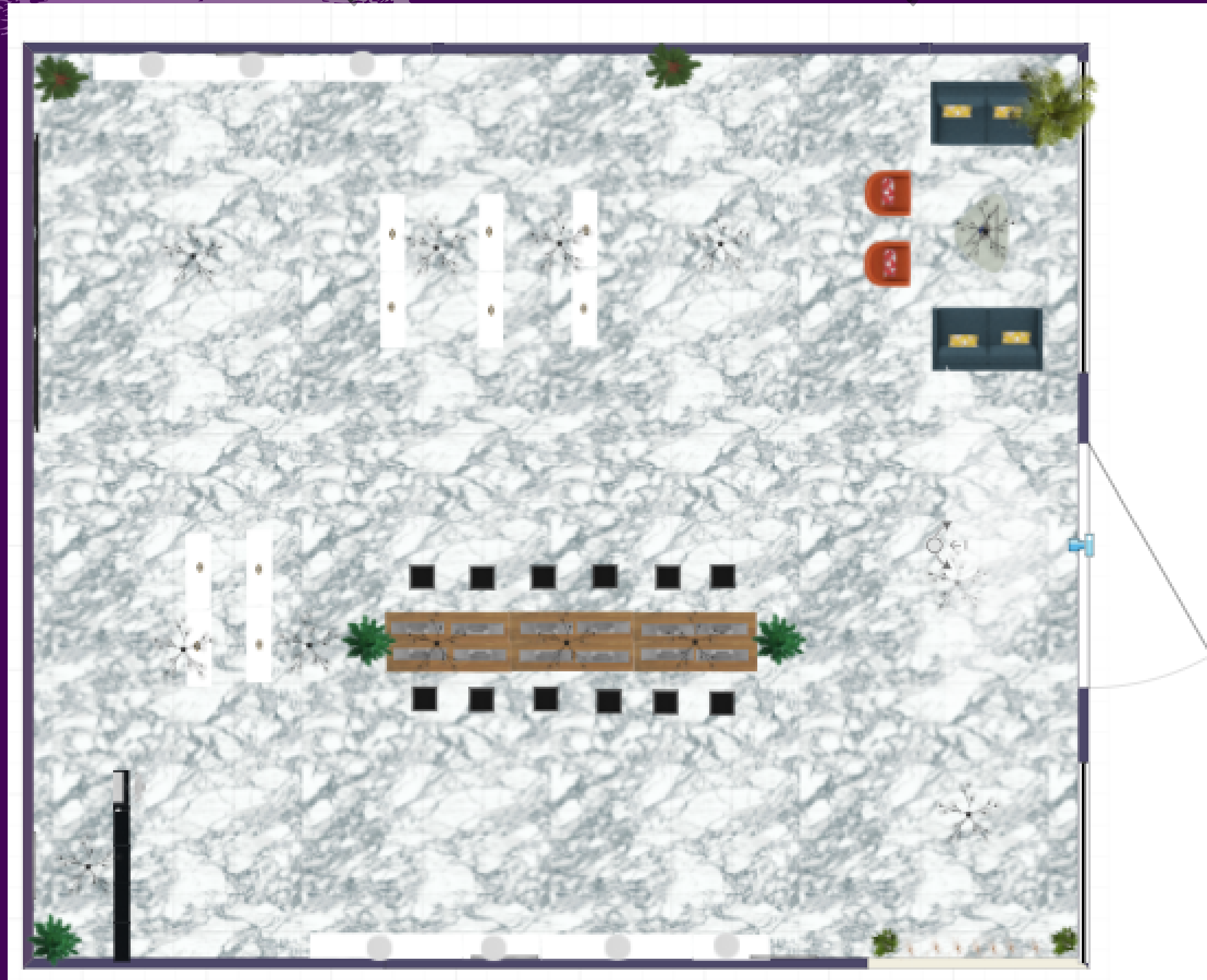
STORE DESIGN MOODBOARD



STORE DESIGN (FLOORPLAN)



STORE DESIGN (FLOORPLAN)



STORE DESIGN (EXTERIOR)



STORE DESIGN (INTERIOR)



STORE DESIGN (INTERIOR)

CUSTOMIZATION BAR

PHOTO
WALL

CASHWRAP

BEAUTY
BAR



STORE DESIGN (INTERIOR)

FACE &
TOOLS



STORE DESIGN (INTERIOR)

LIPS &
TOOLS

EYES &
TOOLS



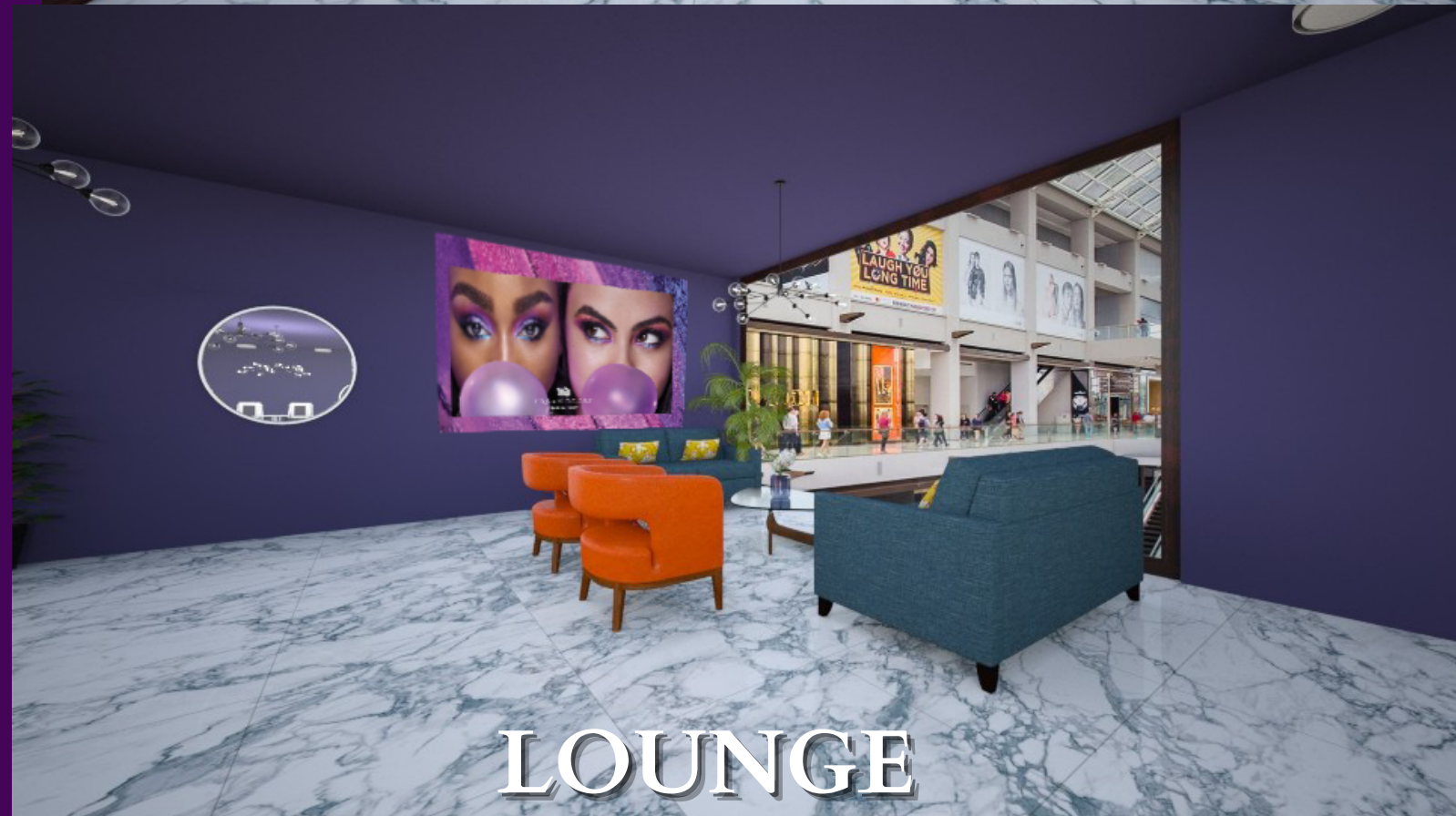
STORE DESIGN (INTERIOR)



PHOTO BOOTH WALL



INTERACTIVE SCREEN



LOUNGE



BEAUTY & CUSTOM BAR

AMBIANCE, SAFETY & SECURITY



- Touch Screen
- Interactive Screen and iPad
- Product testers



- Urban edgy music



- Fixtures
- Interior space
- Visual Merchandising
- Interactive screen
- Beauty & Custom bar



- Special Events: cupcakes, small appetizers
- Lip products tester



- Instore Cameras
- Testers only displayed
- Anti-theft security devices
- Marina Bay Sands Shoppe Security patrol & guidelines

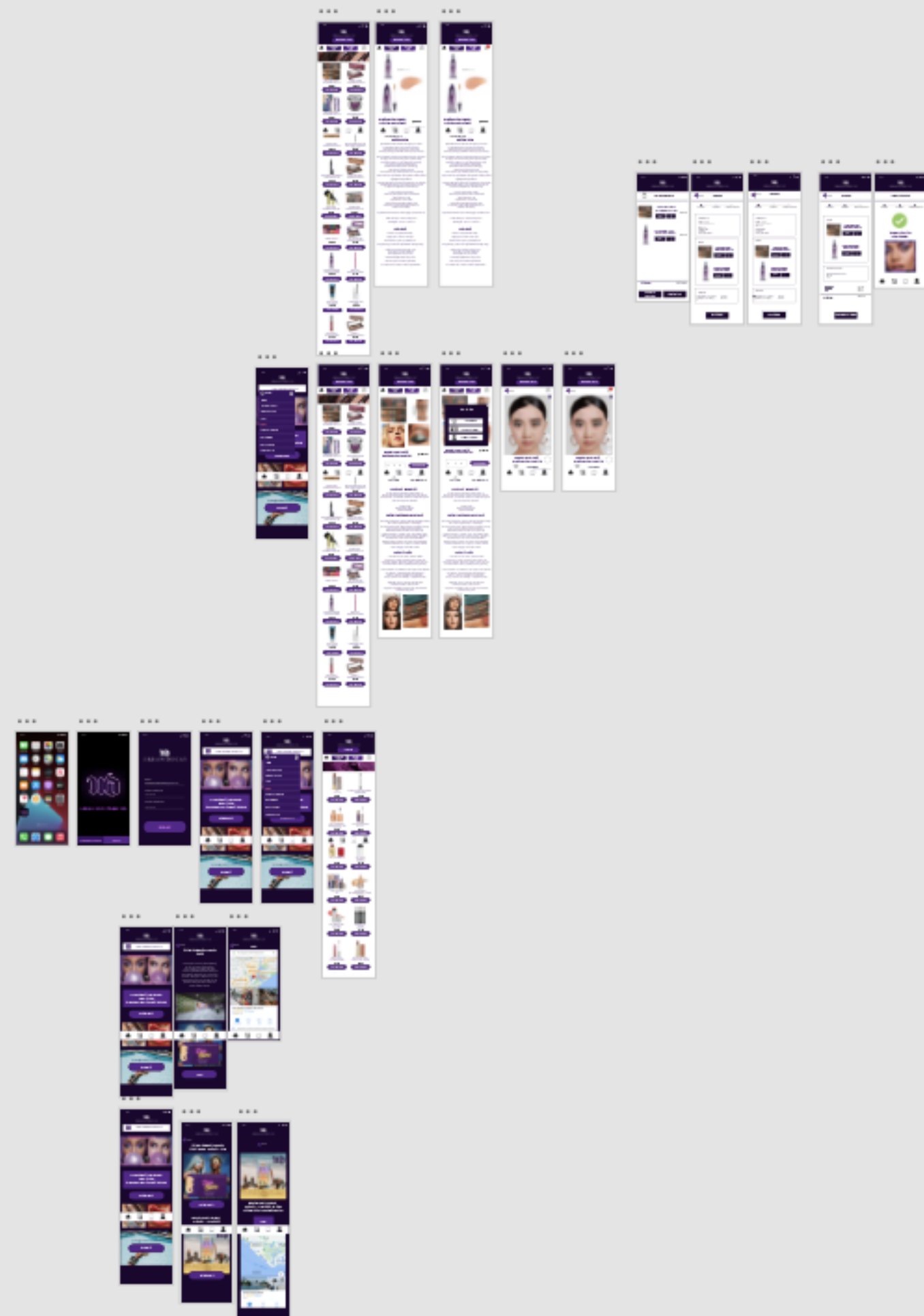
APP DESIGN



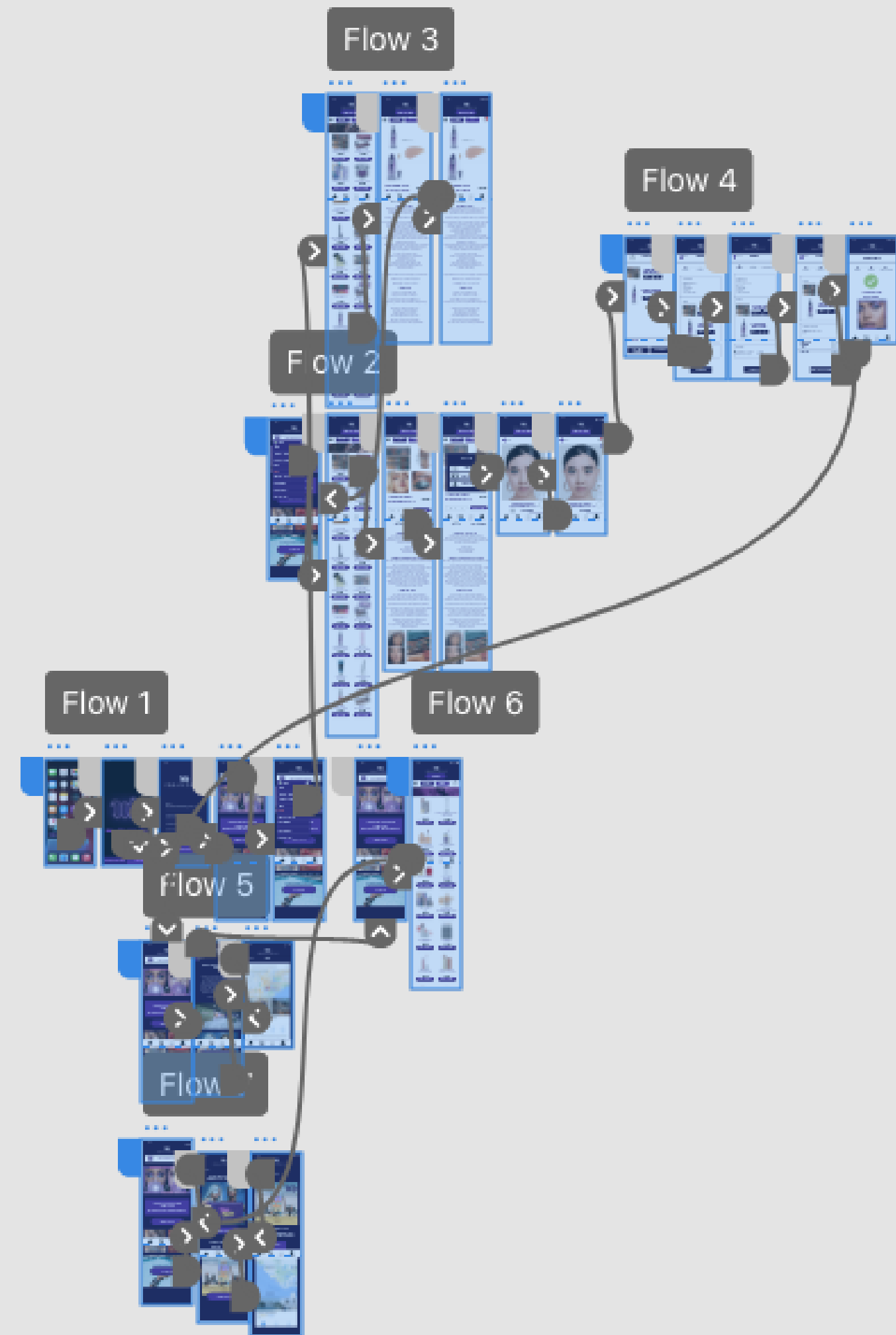
The Urban Decay App provides the consumer an online shopping experience and also aims to expand the consumer base of the brand. In this app, consumers can shop all of Urban Decay's products, see the latest events happening, and also they can virtually try on certain products before purchase.

Technology is ruling the world and online shopping is dominating. This app will help consumers all over the world shop for Urban Decay products, it will also help the brand increase their sales and their brand awareness.

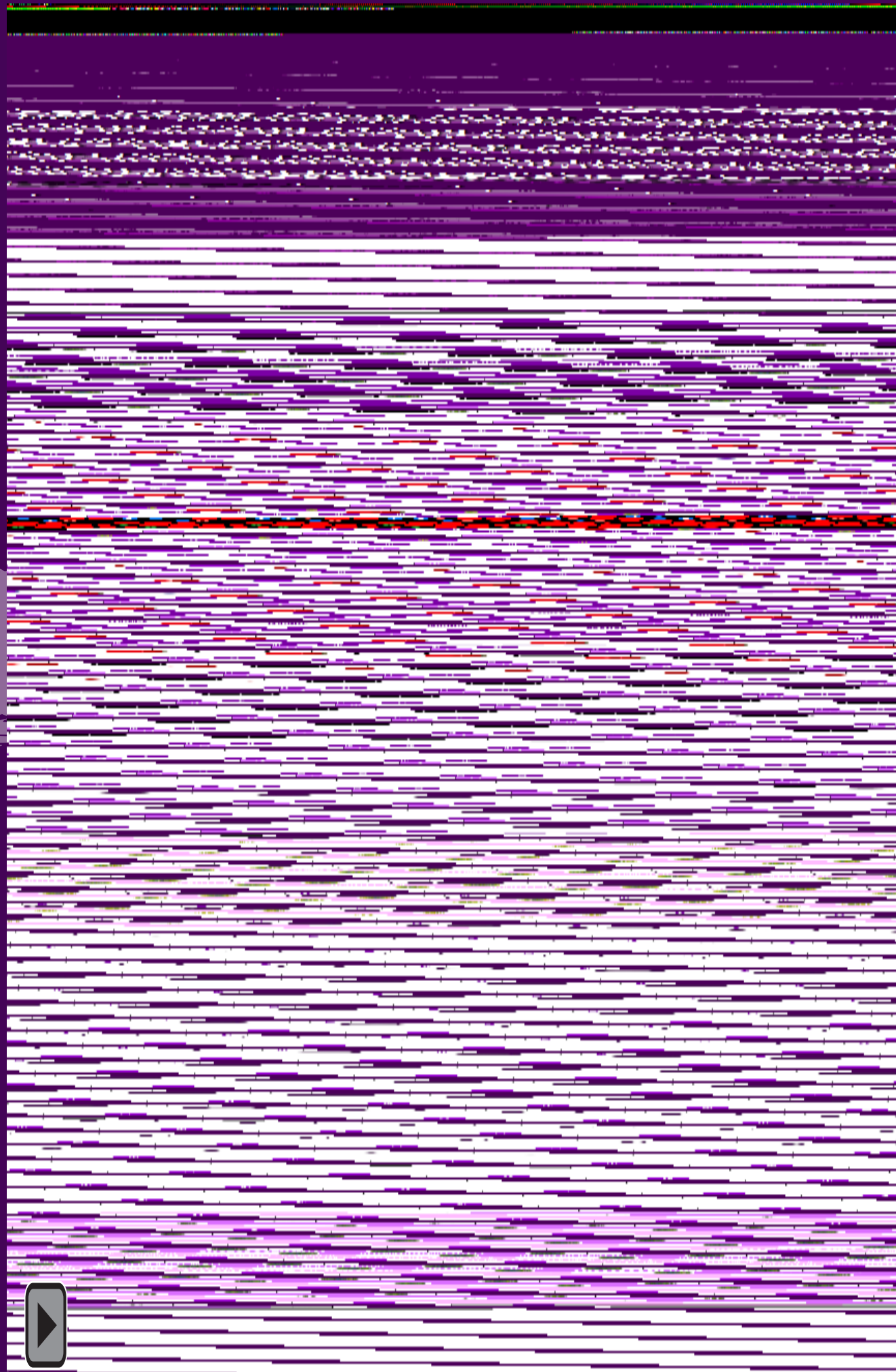
APP WIREFRAME



APP INTEGRATION



FINAL APP



Xd

[User Testing Link](#)

Xd

[Design Review & Feedback Link](#)



EVALUATION

- Customer Reviews
 - The team will look at all of the customer reviews from every sale made and also feedback from events to determine the success of the opening of a flagship store in Singapore



- Launch Store Event
 - During the opening of the brand new store, every consumer who comes in will receive a feedback card where they are able to leave comments about the products, the different interactive sections at the store, and what they would like to see different for the next events coming up
 - The customers that come for the opening of the store; the team will ask consumers to explore the app and they will ask for feedback and what changes they should make to the app
- Long term Opportunity for Urban Decay
 - Increase consumer base
 - Increase online purchases through app and websites
 - Look at other countries for potential expansion
 - Achieve and improve on targeted sales
 - Continue to bring the BOLD, DANGEROUS, and FEMININE style

CONCLUSION

- The objective of Urban Decay's new store opening is to increase their consumer base internationally, increase their brand awareness and continue their legacy of BOLD, DANGEROUS and FEMININE
- The beauty industry in Singapore is growing substantially, consumers are looking for new innovative brands that are out of the normalities of the nude look
- The brand's new store location in Marina Bay Sands Shoppe will bring recognition for Urban Decay as a brand and bring in a new set of consumers
- The launch of the app will help consumers online shop for the brand's products as well as see current and upcoming events and virtually try-on some products

The Urban Decay logo, featuring the stylized letters 'UD' in a gothic font, is set against a circular background of purple and blue cosmetic powder. The background of the entire slide is a close-up of several Urban Decay cosmetic tubes in various shades of red and orange.

UD

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APPENDIX

URBAN DECAY 3-Year Income Statement

	2022	2023	2024
Revenue	\$25,808,000	32,260,000.00	\$38,712,000.00
Cost of Goods Sold			
Beginning Inventory	\$500,000.00	\$35,000.00	\$70,000.00
Labor	\$25,000.00	\$25,000.00	\$25,000.00
Material Cost	\$30,000.00	\$30,000.00	\$30,000.00
End Inventory	\$35,000.00	\$70,000.00	\$25,000.00
Total Cost of Goods Sold	\$590,000.00	\$160,000.00	\$150,000.00
Gross Profit	\$25,218,000.00	\$32,100,000.00	\$38,562,000.00
Operating Expenses			
Rent of Commercial Pop-up Location	\$200,000	\$200,000	\$200,000
Employee's Salaries	\$340,000.00	\$340,000.00	\$340,000.00
Freight Costs	\$89,000	\$89,000	\$89,000
Marketing Costs	\$40,000	\$40,000	\$40,000
Store Equipment	\$1,500	-	-
Furniture	\$3,000	-	-
Other Miscellaneous	\$2,000	\$2,000	\$2,000
Total Expenses	675,500	\$671,000	\$671,000
Operating Income	\$24,542,500	\$31,429,000.00	\$37,891,000.00
Taxes (17%)	\$4,172,225	\$5,342,930.00	\$6,441,470.00
Goods and Services Tax (7%)	\$1,717,975	\$2,200,030.00	\$2,652,370.00
Net Income	\$18,652,300	\$23,886,040.00	\$28,797,160.00

Marketing Budget 2022

BUDGET	UNIT	COST	TOTAL COST
Launch Party	1	\$15,000	\$15,000
Store Events (quarterly)	4	\$5,000	\$20,000.00
PR Press Release	2	\$500	\$1,000
Social Media Content		\$2,000	\$2,000
Influencer Store Appearance	1	\$10,000	\$10,000
TOTAL		\$32,500	\$48,000

Marketing Calendar A/W 2022

Stage	Time	Planned Start	Planned End	Duration (days)	Actual Start	Actual End	Duration (days)
1	Store Events	10-Aug	10-Oct	60	10-Aug	10-Oct	60
2	PR Press Release	10-Aug	10-Sep	30	10-Aug	10-Sep	30
3	Social Media Content	10-Aug	10-Sep	30	10-Aug	10-Sep	30
4	Influencer Store Appearance	10-Aug	10-Sep	30	10-Aug	10-Sep	30

Stand-Alone Store Budget 2022

BUDGET	UNIT	COST	TOTAL COST
Rent of stand-alone store	1	\$200,000	\$200,000
Human Resources (Annually)			
Merchandise Manager	1	\$70,000	\$70,000.00
Store Manager	1	\$75,000	\$75,000.00
Assistant Sales Manager	1	\$63,000	\$63,000.00
Beauty Experts	4	\$33,000	\$132,000.00
Estimated Commisions (Annual)			\$340,000
Freight Costs (Annually)		\$89,000	\$89,000
Marketing Costs		\$48,000	\$48,000
Furniture		\$20,000	\$20,000
Store Equipment		\$9,000	\$9,000
TOTAL		\$607,000	\$706,000

Urban Decay Singapore Flagship Calendar

Time & Action Calendar				Season: A/W 2022			
Stage	Time	Planned Start	Planned End	Duration (days)	Actual Start	Actual End	Duration (days)
1	Concept & Planning Initiation	1-Nov	1-Dec	30	1-Nov	1-Dec	30
2	Market Research	1-Nov	1-Dec	30	1-Nov	1-Dec	30
3	Location Search	1-Nov	1-Dec	30	1-Nov	1-Dec	30
4	Budget	1-Nov	1-Dec	30	1-Nov	1-Dec	30
5	Research Marketing Tactics	1-Nov	1-Dec	30	1-Nov	1-Dec	30
6	Buyer PO	9-Dec	9-Jan	30	9-Dec	9-Jan	30
7	Receive PO	9-Dec	9-Jan	30	9-Dec	9-Jan	30
8	Merchandise Plan	10-Jan	9-May	119	10-Jan	9-May	119
10	Store Design	10-Jan	10-Mar	60	10-Jan	10-Mar	60
11	Marketing Plan	10-Jan	10-Mar	60	10-Jan	10-Mar	60
12	Sales Plan	10-Feb	10-Mar	30	10-Feb	10-Mar	30
13	Supply & Distribution Planning	10-Jan	10-Mar	60	10-Jan	10-Mar	60
14	Communications Plan	10-Mar	10-Apr	30	10-Mar	10-Apr	30
15	Quality Control	10-Feb	27-Apr	77	10-Feb	27-Apr	77
16	Select Employees	28-Apr	30-Apr	3	28-Apr	30-Apr	3
17	Contact Staff Agencies	29-Apr	30-Apr	2	29-Apr	30-Apr	2
18	Packing	1-May	6-May	4	1-May	6-May	4
19	Ready for Delivery	8-May	9-May	2	8-May	9-May	2
20	Export to Singapore	9-May	9-August	90	9-May	9-August	90
21	Merchandise Storage	16-May	16-June	30	16-May	16-June	30
22	Store Set Up	25-July	6-Aug	12	25-July	6-Aug	12
23	Merchandise Set Up	6-Aug	9-Aug	4	6-Aug	9-Aug	4
24	Annouce Opening	4-Aug	4-Aug	0	4-Aug	4-Aug	0
25	Training Employees	3-August	6-Aug	3	3-August	6-Aug	3
26	Contact PR Agency	6-Aug	9-Aug	4	6-Aug	9-Aug	4
27	Opening Day & Launch Party	10-Aug	10-Aug	0	10-Aug	10-Aug	0
28	Store Events	10-Aug	10-Sep	30	10-Aug	10-Sep	30
29	PR Press Release	10-Aug	10-Sep	30	10-Aug	10-Sep	30
30	Social Media Content	10-Aug	10-Sep	30	10-Aug	10-Sep	30
31	Influencer Store Appearance	10-Aug	10-Sep	30	10-Aug	10-Sep	30
32	Print Advertising	10-Aug	10-Sep	30	10-Aug	10-Sep	30
35	Store Operations	10-Aug	-	-	10-Aug	-	-