

# ALORÉA

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Fashion Enterprise Project  
BSc (Hons) Fashion Business & Management



### BUSINESS NAME & LOGO



### BUSINESS STATEMENT

Aloréa Beauty is a skincare brand created for you, by someone like you. We specialise in solutions for melanin-rich and hormonally reactive skin, combining clinically proven formulations with dermatologist expertise to address the unique concerns of our customers. Rooted in science, simplicity, and inclusivity, our products integrate seamlessly into everyday skincare routines.

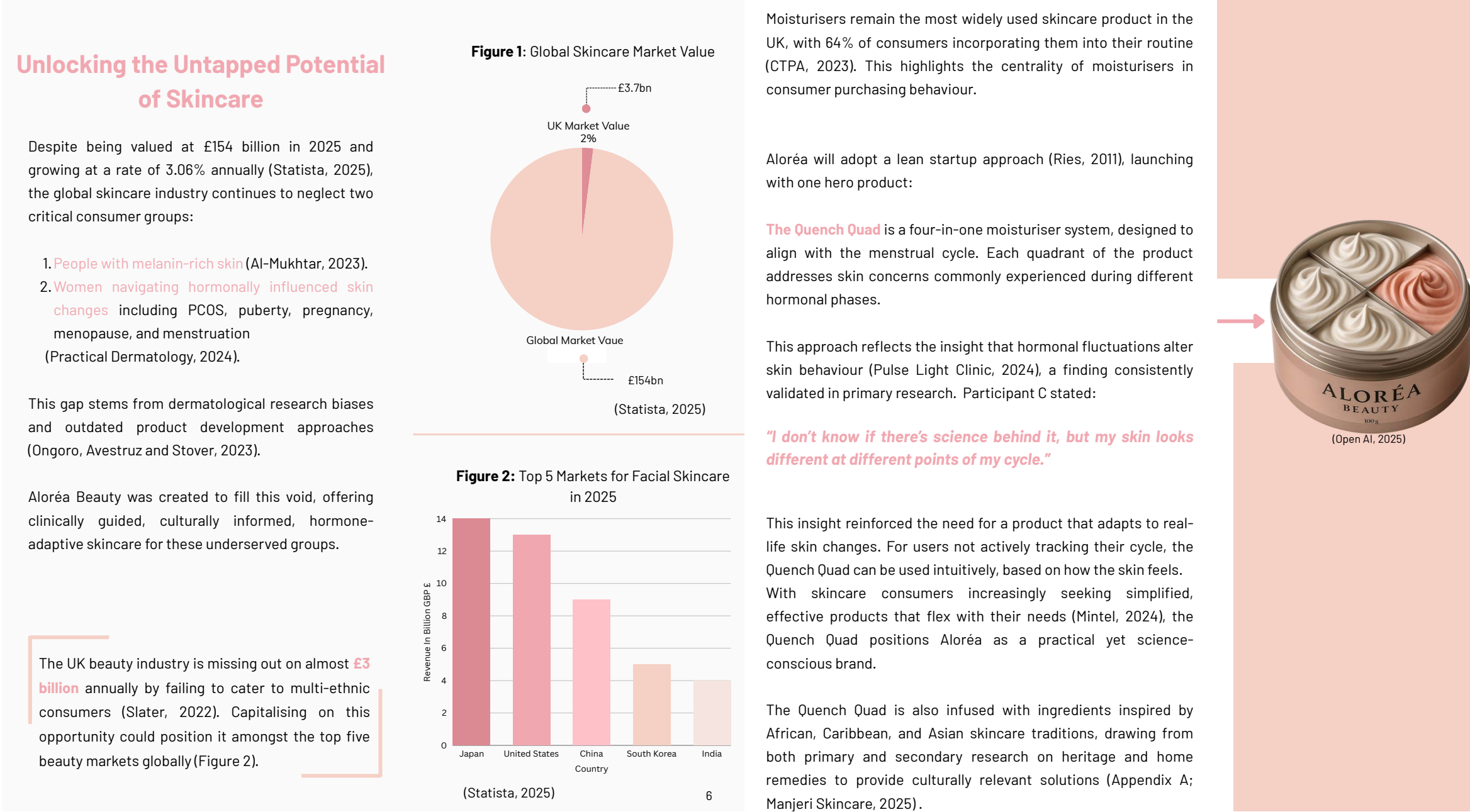
### VISION & MISSION

**Vision**  
Aloréa Beauty strives to become the leading brand for melanin-rich and hormone-affected skin. Our vision extends beyond skincare – we are building an informed, supportive community where individuals feel seen, heard, and empowered. Through high-performance formulations and meaningful connection, we help people embrace their skin and natural beauty with confidence, at every life stage.

**Mission**  
We are committed to creating safe, effective, and streamlined skincare in collaboration with expert dermatologists. Our mission is to close industry gaps by delivering targeted solutions for the distinct biological needs of underserved skin. Backed by research, customer engagement, and continuous learning, we simplify skincare while delivering real, lasting results.

- Core Values**
- **Inclusivity** – Celebrating and addressing the skincare needs of diverse skin tones and conditions.
  - **Efficacy** – Prioritising clinically backed, high- performance ingredients for visible results.
  - **Simplicity** – Streamlining skincare with multifunctional products that fit real routines.
  - **Science-Backed Skincare** – Every formula is grounded in dermatology and tailored for melanin-rich and hormonally reactive skin.
  - **Community** – Creating a space of support, education and shared experience.
  - **Transparency** – Offering honest communication about ingredients and benefits, so customers feel confident in their choices.

### INDUSTRY PROBLEM/ SOLUTION



### OUTLINE OF PRODUCT/SERVICE

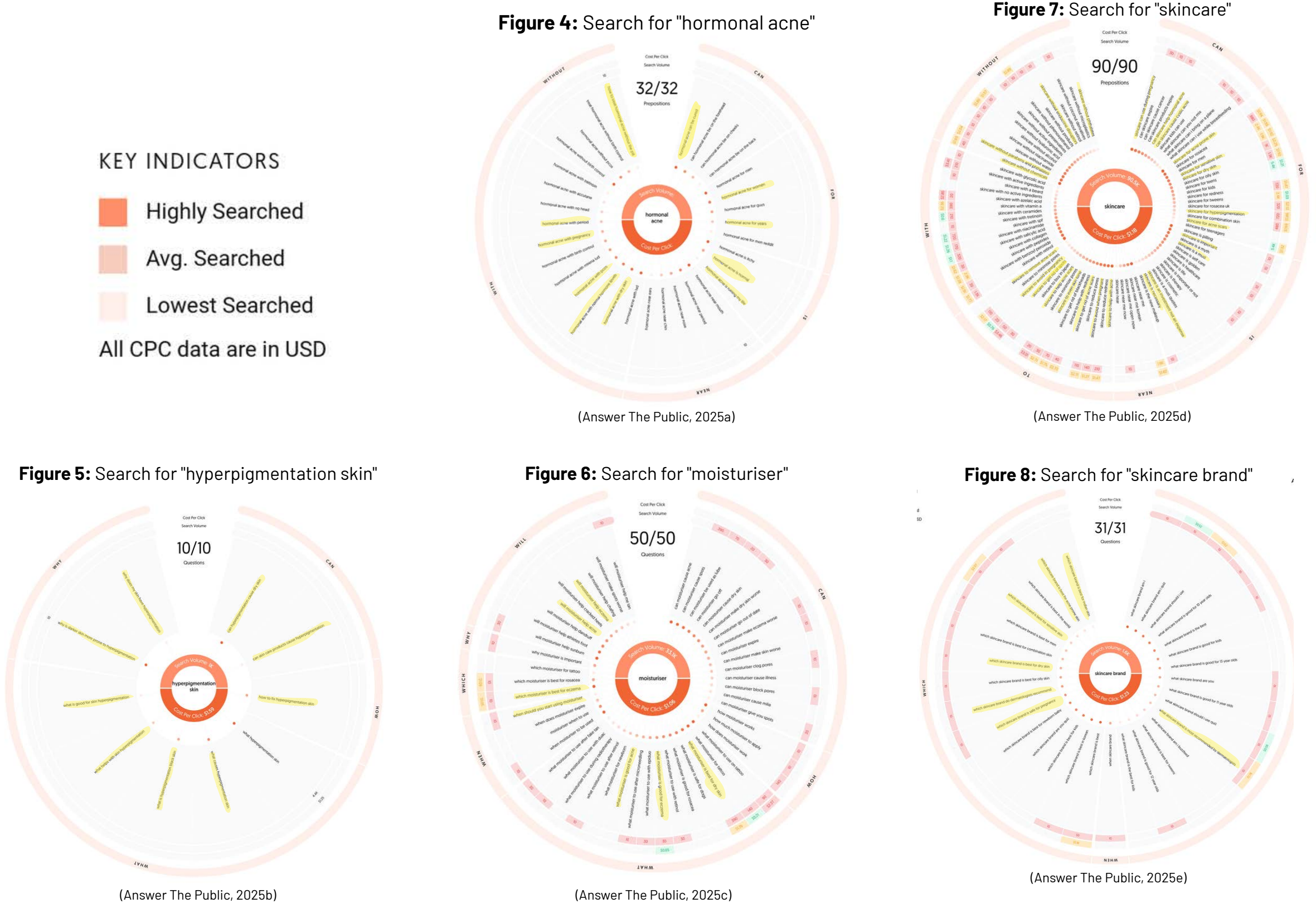


By Year 5, Aloréa will expand to a six-product range targeting concerns like hyperpigmentation, acne, dryness, and UV protection

### BUSINESS OBJECTIVES

- 1) Brand Launch & Product Development**
- Year 1:** Launch Aloréa Beauty with the Quench Quad, achieving 5,000 unit sales and collecting 100+ verified customer reviews to validate product–market fit.
- Year 3:** Utilise insights from early customers to develop 3 additional products (serum, cleanser, SPF), completing two of five Skincare Calendars and increase the repeat purchase rate by 20% through expanded core offerings.
- Year 5:** Complete the full 5-part Skincare Calendar range by launching 3 more products. Integrate the AI personalisation tool with a 35% customer adoption rate and transition 30% of packaging to refillable formats.
- 2) Growth & Market Expansion**
- Year 1:** Identify 3 high-potential international markets and assess 5 UK retail partnership opportunities to inform strategic expansion planning.
- Year 3:** Establish one major UK retail partnership (e.g. Boots, Sephora) and increase total business sales by 30% while diversifying beyond direct-to-consumer channels.
- Year 5:** Enter the U.S. market, generating 15% of total sales internationally, and secure 2 additional UK retail partnerships and 1 U.S.-based distributor or retail partner.
- 3) Customer Retention & Brand Loyalty**
- Year 1:** Collect 500+ community-driven insights via post-purchase surveys and behavioural data to establish an early benchmark for retention performance and product development insights.
- Year 3:** Increase customer lifetime value by raising the repeat purchase rate to 30%, supported by expanded product range and operational improvements.
- Year 5:** Achieve a 40% customer retention rate across digital and retail channels, demonstrating strong long-term loyalty and satisfaction.
- 4) Financial Health & Sustainability**
- Year 1:** Maintain a minimum profit margin of 40% by keeping unit costs below £5 and optimising supplier and production efficiency.
- Year 3:** Raise £60,000 in external funding to support operational scale-up and reduce delivery time by 25% through streamlined logistics.
- Year 5:** Decrease manufacturing costs by 15% and ensure that 30% of product packaging adopts refillable or reusable formats to support long-term cost savings and sustainability targets.

### TARGET MARKET



### MARKETING & SALES STRATEGY

- Objective 1: Drive awareness and generate demand through content and influencer strategy**
- Year 1:** Launch with 5 nano/micro influencer collaborations and reach 100,000 impressions across TikTok and Instagram to drive early DTC sales and awareness.
- Year 3:** Establish 3 long-term creator partnerships and hit 500,000 impressions, driving a 15% uplift in traffic to products and supporting future retail partnerships.
- Year 5:** Launch an ambassador programme with 200 loyal customers generating 500+ UGC posts, increasing organic reach by 30% and supporting international market entry.

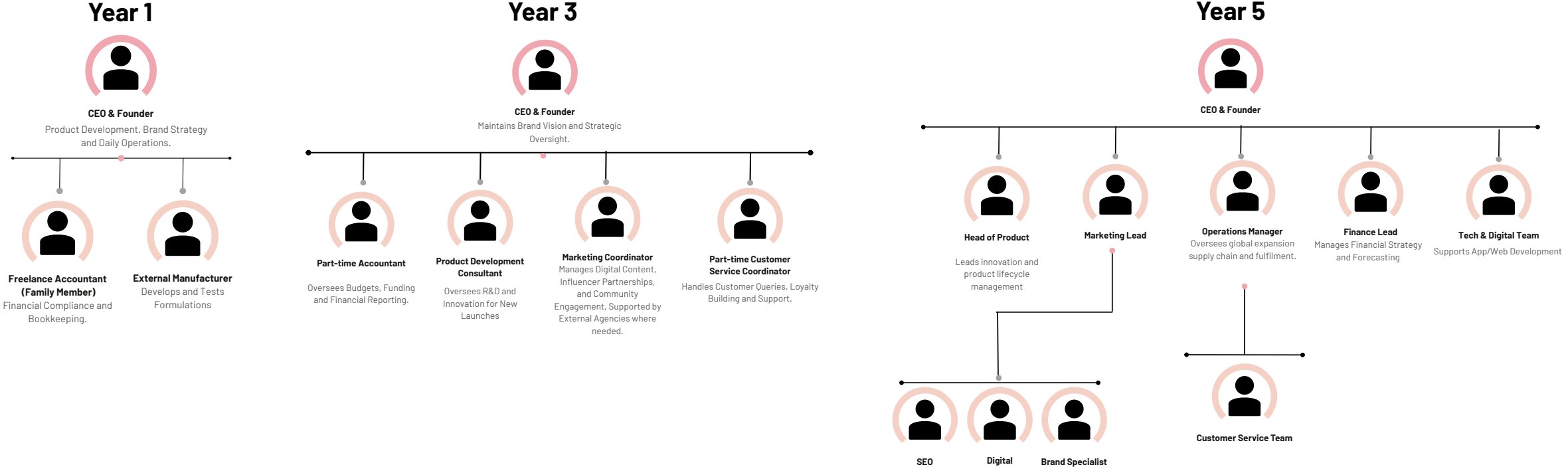
- Objective 2: Boost conversion through personalised experiences and community engagement**
- Year 1:** Achieve a 5% engagement rate via educational content, Q&As, and user testimonials to build trust and drive first-time purchases.
- Year 3:** Launch a "Skincare Calendar Match" campaign, achieving 3,000 quiz completions and converting 25% into customers through tailored product suggestions.
- Year 5:** Integrate AI to personalise routines, increasing conversion by 20% and repeat purchases by 15%, key for scaling globally.

- Objective 3: Strengthen loyalty through rewards and storytelling**
- Year 1:** Collect 200+ reviews and reshare 30+ community posts to build social proof and brand trust.
- Year 3:** Launch a loyalty programme driving 30% repeat purchases through referrals and exclusive content drops.
- Year 5:** Offer loyal customers event invites and product trials to boost retention by 40% and lifetime value by 25%, supporting retail success and expansion.

### COMPETITOR ANALYSIS

Brand	Target Audience	Price Point	Product Focus	Gap/Weakness
Faace	Women with Hormonal skin	Mid	Targeted solutions for skin affected by various life cycles and hormonal changes	Hormonal angle, but no tech/personalisation (Faace, no date; Fry, 2024)
The Ordinary	Science focused mass-market	Affordable	High % actives, clinical skincare	Not culturally tailored, routine builder is based on generic concerns (The Ordinary, no date; 303 London, 2024)
Sable Labs	Inclusive, natural skincare	Mid-Premium	Clean African inspired beauty, co-founded by Idris & Sabrina Elba	Lack of personalisation (Sable Labs, no date; Rushing and Lapidus, 2024)
Topicals	Gen-Z, focus on hyperpigmentation	Mid-range	Fun branding, dermatologist-backed	Lacks personalisation or hormonal support (Topicals, no date; Le, 2024)

### TEAM & MANAGEMENT STRUCTURE



### IMAGES/ DIAGRAMS

