

Plump and Plumper

# MARKET ANALYSIS

Prepared by

**Jane L. Bennet**

**[jane@plumpandplumper.com](mailto:jane@plumpandplumper.com)**

March 25, 2022

# Overview

**Plump and Plumper** is a makeup brand focusing on cruelty-free lip products. Founded in 2010 in San Francisco, California, it produces lip products of all kinds, such as lip balms, lip tints, and lipsticks. By conducting this market analysis, the company aims to develop concrete marketing strategies that coincide with the demands of the market.

## Target Market

The company caters to people who are looking for affordable cruelty-free lip products.

## Market Analysis

People from middle-class households and even those belonging to the upper-middle class are now more inclined to buy and use cruelty-free makeup products. **Illuminate** is one of the top brands in the industry that offers both organic and cruelty-free makeup, making it the company's main competitor.

## Buyer Persona

Working as a freelance model and full-time graphic designer, 23-year-old Louisa Musgrove always sees to it that the makeup she applies on her face is cruelty-free. She advocates against animal cruelty, and it is important for her to only use makeup that is not tested on animals.

# SWOT Analysis

METRICS	PLUMP AND PLUMPER	ILLUMINATE
Strengths	Cruelty-free products	Organic and cruelty-free products
Weaknesses	Limited products	Pricey products
Opportunities	The growing demand for cruelty-free makeup	The growing demand for cruelty-free makeup
Threats	The emergence of new competitors	Competitors selling the same products at affordable prices

# Projected Profit & Loss Statement

DESCRIPTION	YEAR 1	YEAR 2
Sales	\$50,000.00	\$60,000.00
Cost of Sales	\$10,000.00	\$15,000.00
Gross Profit	\$40,000.00	\$45,000.00
Total Expenses	\$10,000.00	\$10,000.00
Net Profit (Loss)	\$30,000.00	\$35,000.00

# Conclusion & Recommendations

Although **Plump and Plumper** offers only lip products, it enjoys a good reputation in the market due to its producing cruelty-free products. Its products’ affordability must be maintained to keep loyal customers and attract new ones. In two years, the company is predicted to gain \$60,000.00 in sales and \$35,000.00 in net profit.