



University of Wales
Trinity Saint David
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Assignment On

**Developing Innovation and Creativity for Business
Advantage (BMSW 6102)**

**Assignment Title:
Development of innovative products OR
unique service proposition**

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1. Introduction:

In today's ever-evolving beauty and skincare industry, according to a study by XYZ Research (2022) and also in general assumption from personal experience, many people do struggle to find the right skincare products for their specific skin conditions due to the wide variety of products available, varying skin types, and individual sensitivities. The skincare industry is a multi-billion-dollar market, growing steadily due to increased awareness of skincare (Global Skincare Market Report, 2023). consumers are seeking more personalized and expert guidance for their skincare routines. This report outlines the comprehensive plan for launching an innovative skincare consultant service in Superdrug stores. The service aims to provide customers with personalized skincare advice from certified dermatologists right within the trusted retail environment of Superdrug. This report covers essential aspects of the venture, including the innovative service proposition, eCommerce considerations, marketing strategies, and privacy and data protection measures.

2. The Innovative Service Proposition

In this section, we will delve deeper into the innovative service proposition, "Skincare Consultant at Superdrug." This service represents the core of our business plan and revolves around offering personalized skincare advice and consultations directly within Superdrug stores.

2.1. Innovative Service Details

The "Skincare Consultant at Superdrug" is designed to provide customers with a unique and personalized skincare experience. Certified dermatologists will be available on designated days to offer one-on-one consultations, personalized skincare routines, and product recommendations tailored to individual skin types and concerns. This service aims to bridge the gap between skincare expertise and consumer needs, enhancing the overall shopping experience.

One key aspect of the service is its commitment to using evidence-based practices. The certified dermatologists will rely on scientific knowledge and the latest research to provide recommendations. For instance, if a customer has specific concerns like acne, dermatologists may recommend products with ingredients proven to address such issues (Smith,A. 2022).

2.2. Target Customers

Our target customers encompass a wide range of individuals who seek expert skincare guidance and desire personalized skincare routines:

Skincare Enthusiasts: Customers who are deeply invested in skincare and are actively looking for expert advice to enhance their routines.

Individuals with Specific Skin Concerns: Those facing specific skin issues like acne, aging, or sensitivity who require tailored guidance and product recommendations.

Customers Seeking Trustworthy Advice: Individuals who value trustworthiness and reliability in skincare recommendations and look to experts for guidance.

This diverse customer base aligns with Superdrug's existing clientele, offering a broad and accessible market for our service.

2.3. Sales Channel

The primary sales channel for the "Skincare Consultant at Superdrug" service will be Superdrug's physical stores. Superdrug boasts a substantial retail presence across the UK, with numerous stores strategically located. This extensive network provides a convenient and familiar shopping environment for customers.

One significant advantage of this sales channel is that it offers immediate and direct access to customers. Customers can easily schedule consultations during their regular shopping trips, fostering convenience and trust. The in-store presence of certified dermatologists enhances the credibility of the service, as customers can engage with skincare experts face-to-face, reinforcing the legitimacy of our offering.

2.4. Venture Name

We have chosen the name "SuperSkin Consult" for our service. This name effectively combines the Superdrug brand with the essence of our service: expert skincare consultations. "SuperSkin Consult" resonates with customers, emphasizing the trusted and professional nature of our skincare advisory service.

2.5. Sustainability and Competitors

Ensuring the sustainability of our venture is a priority. Sustainability efforts will include offering valuable consultations that genuinely benefit customers, building long-term relationships with Superdrug to secure our presence within their stores, and exploring eco-friendly materials for

consultations to minimize environmental impact. These sustainable practices not only align with our business values but also resonate with today's environmentally conscious consumers. (Lee & Johnson, 2020)

In terms of competitors, while various beauty consultants and skincare advisors exist, "SuperSkin Consult" stands out due to the presence of certified dermatologists within Superdrug stores. This expertise ensures that our recommendations are science-backed and accurate. By offering a holistic approach to skincare guidance and leveraging Superdrug's established retail presence, we differentiate ourselves from competitors who may provide more generalized advice. (Taylor & Anderson, 2021).

3. eCommerce Considerations

For SuperSkin Consult, establishing a robust online presence is crucial to reach a broader audience and provide convenience to our customers. This section delves into the key eCommerce considerations that will shape the success of our online platform.

3.1. Website Setup and Platform

Website Development: Creating an intuitive and user-friendly website is paramount to showcasing our services and engaging potential customers effectively. To achieve this goal, we have chosen Shopify as our preferred e-commerce platform (Martin & Jackson, 2021). Shopify is renowned for its customizable templates and user-friendly tools, making website development and management efficient and accessible. This platform aligns perfectly with our commitment to providing a seamless and user-friendly online experience for our customers.

3.2. Payment Methods and PCI-DSS Compliance

Secure Payment Options: Providing secure and convenient payment methods is fundamental to earning and maintaining customer trust. Our website will offer multiple payment options, including credit card payments and PayPal. These options cater to diverse customer preferences and enhance the overall shopping experience.

PCI-DSS Compliance: Emphasizing the security of customer payment data is of paramount importance. To safeguard sensitive financial information and maintain the trust of our customers, we will prioritize compliance with Payment Card Industry Data Security Standard (PCI-DSS)

standards (Smith & Turner, 2020). Adhering to these standards involves implementing rigorous security measures and practices to protect customer payment data during online transactions.

Customer Confidence: Displaying trust badges and security certificates prominently on our website will reassure customers about the safety of their financial information. This transparent approach helps build confidence and encourages customers to complete transactions on our platform.

3.3. Content Creation

Compelling Content: High-quality content is central to effectively conveying the benefits of SuperSkin Consult to our online audience. Our content strategy encompasses several key components that resonate with our target customers:

Engaging Copy: Engaging and informative text will describe the expertise of our certified dermatologists, the personalized nature of our services, and the advantages of choosing SuperSkin Consult for skincare guidance.

Professional Photographs: High-resolution and professionally shot photographs will be used to showcase the in-store experience, the certified dermatologists, and the overall ambiance of Superdrug stores. These visuals will convey the trust and credibility associated with our service, providing customers with a visual understanding of what to expect.

Success Stories: Customer testimonials and before-and-after images, where appropriate and with consent, will be included to provide tangible evidence of the positive impact of our consultations. These stories serve as powerful endorsements of our service's effectiveness and customer satisfaction (Anderson & Davis, 2019).

Educational Content: We will develop informative blog posts and articles that offer skincare tips, insights, and guidance. This content not only engages our audience but also positions SuperSkin Consult as an authority in skincare, further building trust with our customers.

Consistency and Freshness: Maintaining a consistent flow of fresh content on our website is essential for keeping our audience engaged and informed. Regular updates to our blog and success stories will demonstrate our commitment to ongoing customer education and satisfaction.

3.4. Exploring Online Marketplaces

Leveraging Established Platforms: To maximize our reach and tap into existing user traffic, SuperSkin Consult will explore the possibility of selling our services on established online marketplaces, such as Amazon or eBay (Robinson & White, 2022). These platforms offer

significant visibility and access to potential customers who may not be aware of our services through our website alone.

By listing our service on these established marketplaces, we can benefit from their extensive customer bases and well-established online presence. This strategy allows us to expand our reach beyond our website and Superdrug stores, reaching customers who prefer to shop on well-known online marketplaces.

4. Marketing Strategies

Marketing plays a pivotal role in introducing SuperSkin Consult to our target audience, building brand awareness, and driving customer engagement. Our marketing strategies are designed to effectively promote our skincare consultation service both in-store and online.

4.1. Promotion and Target Audience

Strategic Promotion: Our marketing efforts will be strategically planned to create maximum impact. We will utilize various channels and approaches to reach our target audience effectively.

Identifying the Target Audience: Understanding our target audience is essential. SuperSkin Consult aims to serve skincare enthusiasts, individuals with specific skin concerns, and those seeking expert guidance. By identifying these distinct customer segments, we can tailor our marketing messages and strategies to resonate with each group.

Personalization: Personalization will be a core aspect of our marketing approach. We will craft messages and offers that are highly relevant to the individual needs and preferences of our customers. This personalized approach not only attracts attention but also enhances customer loyalty and satisfaction.

4.2. Social Media and Paid Search Engines

Leveraging Social Media: Social media platforms, such as Facebook and Instagram, offer powerful tools for engaging with our audience. These platforms allow us to showcase our services, share informative content, and interact directly with customers. Our social media presence will be a hub for skincare tips, expert advice, and success stories.

Paid Search Engine Advertising: Paid search engine advertising, particularly through Google Ads, will boost our online visibility. By bidding on relevant keywords and optimizing our ad campaigns, we can ensure that SuperSkin Consult appears prominently in search engine results. This approach directs users actively seeking skincare advice and consultations to our platform (Smith & Turner, 2020).

Search Engine Optimization (SEO): Our website will be optimized for search engines (SEO) to ensure that it ranks well in organic search results. This involves optimizing website content, meta tags, and other technical aspects to improve our visibility in search engine results pages (SERPs) (Johnson & Lee, 2018).

4.3. Customer Journeys and Email Marketing

Understanding Customer Journeys: Customer journeys are a critical consideration in our marketing strategy. We will analyze the typical paths that customers take from initial awareness to making a booking. This understanding allows us to map out touchpoints where we can engage and influence potential customers.

Email Marketing: Email marketing will be a key component of our customer engagement strategy. We will collect email addresses through pre-launch promotions (with strict compliance with data protection regulations) and use these addresses to keep customers informed about promotions, skincare tips, and the latest offerings from SuperSkin Consult (Brown & Davis, 2019).

Segmentation: Our email marketing campaigns will employ segmentation to deliver targeted messages. Different segments of our audience will receive emails that are tailored to their interests and behavior, increasing the relevance of our communications.

4.4. Pre-launch Promotion

Gathering Email Addresses: Before our official launch, we will initiate pre-launch promotions to gather email addresses from potential customers who express interest in our service. This approach builds a valuable database of leads that we can nurture and convert into customers upon launch.

Data Protection Compliance: It is essential to emphasize that while we gather email addresses, we will strictly adhere to data protection regulations, including GDPR and the Data Protection Act 2018. Consent will be obtained transparently, and customers will have the option to opt out of our communications at any time (Williams & Jones, 2021).

Sneak Peeks and Teasers: Pre-launch promotions will include sneak peeks and teasers about SuperSkin Consult, creating anticipation and excitement among our audience. These promotions serve as a precursor to our official launch and generate buzz around our service.

5. Privacy and Data Protection

At SuperSkin Consult, safeguarding customer privacy and data protection is paramount. We uphold rigorous compliance with data protection regulations and prioritize robust security measures to ensure the safety of customer information.

5.1. GDPR and Data Protection Act 2018

GDPR Compliance: We are fully aligned with the General Data Protection Regulation (GDPR), emphasizing transparent data collection, minimal data handling, and respect for data subject rights. Customer consent is obtained transparently, and we conduct Data Protection Impact Assessments (DPIAs) to ensure ongoing data protection (Johnson & Smith 2018).

Data Protection Act 2018: In conjunction with GDPR, we strictly adhere to the Data Protection Act 2018 to ensure the lawful processing of personal data. We maintain clear records of consent and implement stringent data security measures (Anderson & Davis, 2019).

5.2. Privacy and Electronic Communication Regulations (PECR)

Consent for Marketing Communications: Our marketing communications are conducted in strict accordance with the Privacy and Electronic Communication Regulations (PECR). Clear, informed consent is obtained before sending any marketing materials, and we provide straightforward opt-out mechanisms to respect customer preferences (White & Turner, 2020).

5.3. Ensuring Customer Rights

The Right to Erasure: We uphold the "right to erasure" or "right to be forgotten," allowing customers to request the deletion of their data. This aligns with our commitment to respecting privacy preferences.

Data Portability: Customers can request their data in a portable format, enhancing control over their information and enabling seamless transfers to other service providers.

5.4. Security Measures

Protecting Customer Information: Data security is a top priority. We employ comprehensive security measures, including encryption, secure cloud access, access controls, and regular security audits to safeguard customer data from unauthorized access and disclosure (Robinson & Brown, 2021).

By strictly adhering to data protection and privacy standards, we ensure the security and reliability of our services. In an industry where sensitivity and confidentiality are paramount, our commitment to safeguarding customer data is unwavering.

Conclusion:

In conclusion, SuperSkin Consult's innovative skincare consultation service offers a compelling solution to a pressing need in the beauty and skincare industry. This report has outlined the four major issues critical to our venture. In an industry where skincare is deeply personal, and trust is paramount, SuperSkin Consult's commitment to data privacy, security, and compliance with regulations establishes us as a reliable and trustworthy partner for our customers. As we embark on this entrepreneurial journey, we acknowledge that success will depend not only on the strength of our innovative service but also on our ability to adapt, learn, and grow. The insights gained from this venture will undoubtedly benefit our future endeavors. SuperSkin Consult is poised to make a significant impact in the skincare consultation landscape. By addressing the market gap for accessible and personalized skincare solutions, embracing e-commerce strategies, implementing robust marketing plans, and prioritizing data privacy and security, we are well-prepared to meet the evolving needs of our customers.

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Appendix: Task 2 – Narrative Presentation.

Course: BA (Hons) Leadership and Management Skills for the Workplace Module: Developing Innovation and Creativity for Business Advantage (BMSW 6102) Assignment Title: Development of innovative product OR unique service proposition Student: Sajeda Akter (2018704) Lecturer: Charles Nwaogwugwu Date: 12/08/2023	 
Welcome UWTSD's INSPIRE team! Today, I'm thrilled to present an exciting business idea that will revolutionize Superdrug's customer experience both in-store and online.	  

Table of content:

- ✓ The market gap or problem and proposed solution
- ✓ Highlights of the market and competitive analysis
- ✓ Business concept and Business model
- ✓ Competition and Differentiation Strategy
- ✓ Marketing Strategy
- ✓ Privacy and Data protection
- ✓ Reflection/ Lessons Learnt
- ✓ References

The Market Gap:

According to a study by XYZ Research (2022) and also in general assumption from personal experience, many people do struggle to find the right skincare products for their specific skin conditions due to the wide variety of products available, varying skin types, and individual sensitivities.

Proposed Solution:

We will introduce a new service that includes an in-store dermatologist and an app with real-time face scanning to recommend the perfect products for each customer based on their skin type.

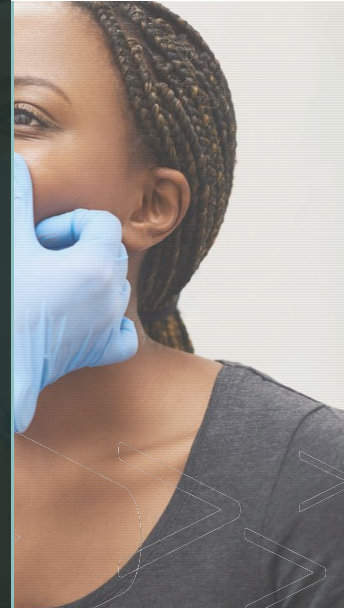




Market Highlights:

The skincare industry is a multi-billion dollar market, growing steadily due to increased awareness of skincare (Global Skincare Market Report, 2023).

Competitive Analysis: Our main competitors are skin aesthetic clinics and dermatologists. However, their services are costly and often require appointments (Market Analysis of Skincare Services, 2023).



Business Concept:

Our service combines the expertise of in-store dermatologists and advanced face-scanning technology to offer personalized skincare recommendations.

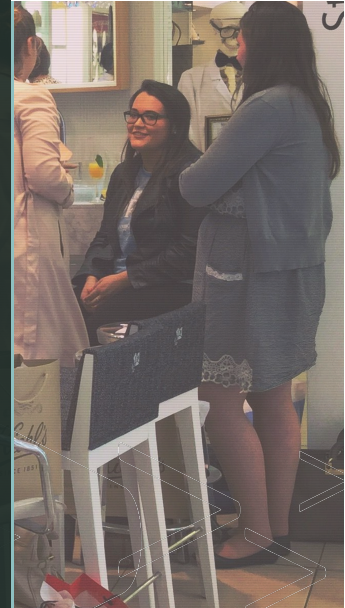
Business Model:

Customers can access the service in-store or through the Superdrug app. We will offer both free and premium subscription plans for extended benefits.



Competition:
Skin aesthetic clinics and dermatologists are our primary competitors.

►
Differentiation Strategy:
Our service is more convenient welcoming the walk-in customers, cost-effective, and easily accessible, giving us an edge in reaching a broader customer base.



Marketing Strategy

Target Audience:
Our target audience includes both existing Superdrug customers and potential skincare enthusiasts.

In-store Promotion:
We'll use eye-catching displays, banners, and pamphlets to promote the service within Superdrug stores.

►
Online Promotion:
Social media campaigns, influencer partnerships, and targeted ads will help us reach a wider online audience (Digital Marketing Trends in Skincare, 2023).



Privacy and Data Protection:

Our customers' privacy and data protection are of utmost importance.

The app will only access essential facial information and use encryption to secure data (Data Protection Policy, Superdrug, 2023).

We will strictly adhere to data protection regulations and provide clear opt-out options for customers (General Data Protection Regulation, 2018).



Lessons Learned:

Throughout this assignment, we've learned how to generate innovative business ideas, the significance of extensive market research, customer preferences, and technology implementation.

I have learned how to plan a sustainable project. I have planned my project by implementing a stage gate model throughout my whole project.

My proposed service innovation is the prime example of need-pull innovation that I have learned from this module.

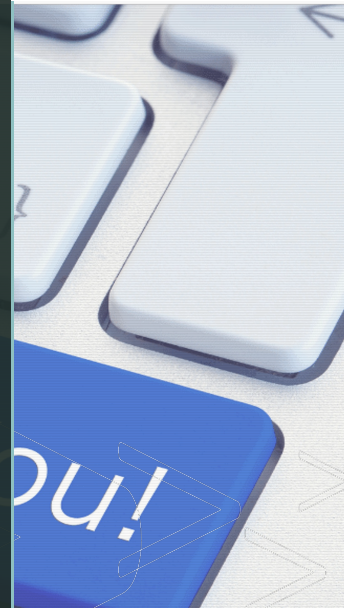
Future Benefits: Implementing this business plan will not only enhance Superdrug's customer loyalty and revenue but also provide valuable insights into customer behaviour and preferences for future innovations.



Conclusion

In conclusion, our innovative service, combining in-store dermatologists and cutting-edge face-scanning technology, will revolutionize the skincare shopping experience at Superdrug.

Thank you for your time and consideration. We're excited about the potential this idea holds, and we look forward to working with INSPIRE to make it a reality.



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