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BA (Hons) Leadership and Management
Skills in the Workplace Levels 5 & 6

Developing Innovation and Creativity for Business Advantage

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innovation product OR unique service
proposition Name of the venture

P &C Deep Sensational Organic Body Cream
This product is made from natural ingredients
with no preservatives to keep skin looking
healthy and radiant and also help to heal skin

rashes
□eczema
□acne
□ulcers



The market gap analysis problem and proposed product/service

Seventy-five percent of women say they feel more confident because of their beauty and grooming routine. Since COVID-19, 54% of consumers have altered their routines to save money.

The rising cost of living will affect grooming and beauty routines. As BPC items get more expensive, some astute shoppers may adopt new buying habits that affect their repertoires.

(UK Attitudes Towards Beauty and Grooming)



Highlights of market and competitive analysis

With an average CAGR of 2.41%, the UK skincare industry is estimated to reach USD 4.14 billion in 2024 and USD 4.66 billion by 2029.

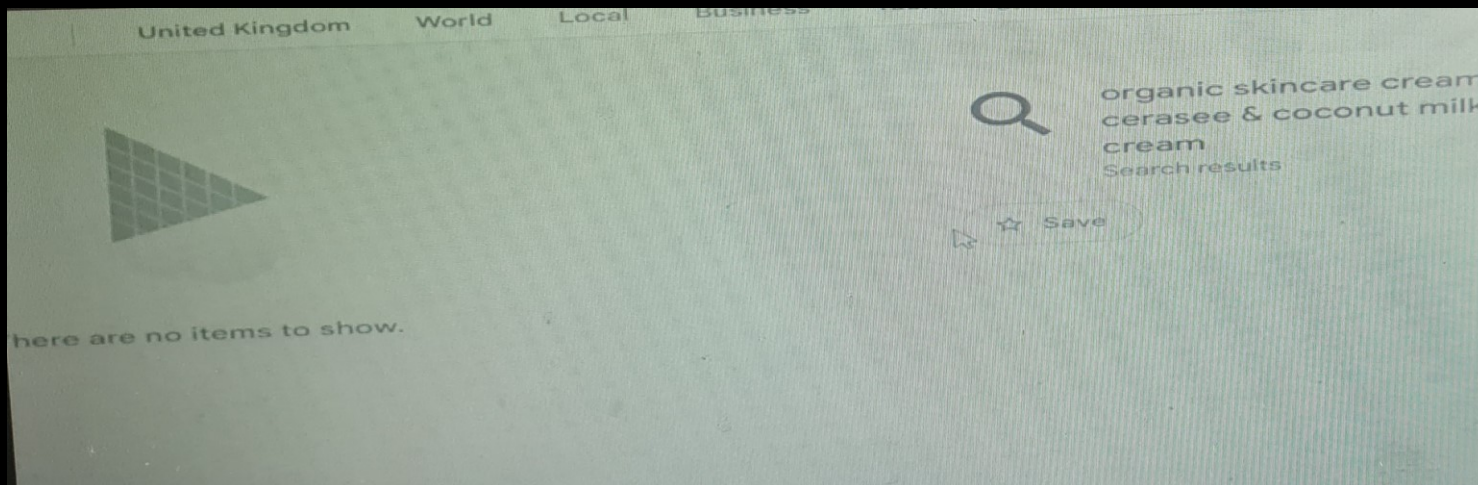
Products for organic skincare are being used by the nation's youngsters
Women are demanding more organic skin care products because of disorders of the skin such as rashes, acne, and signs of aging.

(UK Skincare Industry Report Source)

Summary business (product/service)

Skincare products are one of the most well-used innovative products that are part of every household, my mission-vision is to bring this product to the front of the competition in the cosmetic market by being effective and efficient

I have made an investigation of indicates that it is not available as a skincare cream. In advance of beginning with the setup of the online shop. I will need to set up an e-commerce account, and a website to market my product.



Concept & Model

Research has been carried out on the potential beneficial effects of using the herbal remedy Cerasee to treat a range of ailments. It is good for your health because of its anti-inflammatory, antibacterial, and antifungal qualities.

This product is safe for use on the face and body of adults and babies. In addition, coconuts also have benefits.



Marketing & Promotional Strategy

Organize Events to Offer
Customer Opportunities

Provide Rewards &
Refunds to Satisfied
Customers

Get Notice Using
Bold Advertising
Techniques

Collaborate with
Influencers to Raise
Brand Recognition

Build a loyal
customer base

Social media
marketing



Privacy and Data Protection

Cybersecurity Guideline

Encrypting confidential data and restoring data backups.

software and hardware updates for all security systems.

regularly educating staff members on cybersecurity.

Use complicated and secure passwords.

setting up firewalls.

(Sukianto Axel 03/05/2024)



Plan to sustain innovation business preposition Porter's Generic Strategies

Leadership in Cost

Prioritize producing at the lowest possible cost without reducing quality.

Pay attention
Focusing on filling a particular market gap or niche.

Distinctiveness

Provide special goods or services that are regarded as outstanding.

Concentrated Distinction
Mix distinctiveness with a focused market approach.

(Stefan .F. Dieffenbacher Porter's Generic Strategies)

Plan to sustain innovation business preposition Porter's Generic Strategies

Target Market

A wide range of consumers looking for reasonable solutions

limited market sector with certain requirements.

Consumers that value quality, innovation, or distinctiveness.

niche market which values unique products and services.

Value Proposition

delivering outstanding service, innovation, or outstanding value to help users place your business in another sector.

offering customized solutions to meet specific needs, implying a shift from a one-size-fits-all strategy to a more user-centric delivery method.

Offering goods/services at the most competitive cost available.

(Stefan .F. Dieffenbacher Porter's Generic Strategies)

Learning & implementing processes

What have I learned from this course? Making this product myself required me to think creatively outside the box, which is a skill I now possess. My career ambitions will be sustained by applying the knowledge I have gained from this educational program.

When and where will you implement what you have learned? During my studies, I will implement what I have learned in my catering business that I doing from home on social media.

Reference

Kusstianti N (2020) *Medicinal applications*

Zering Shiyen (19/02/2024) *Beauty and Personal Care UK beauty retail industry Analyst*

C Tavaune (15 /12/2023) *Jamaica Cerasee*

industry-reports/Uk-professional-skincare product-market

<https://www.naturalmiracles.co.uk/cerasee>

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