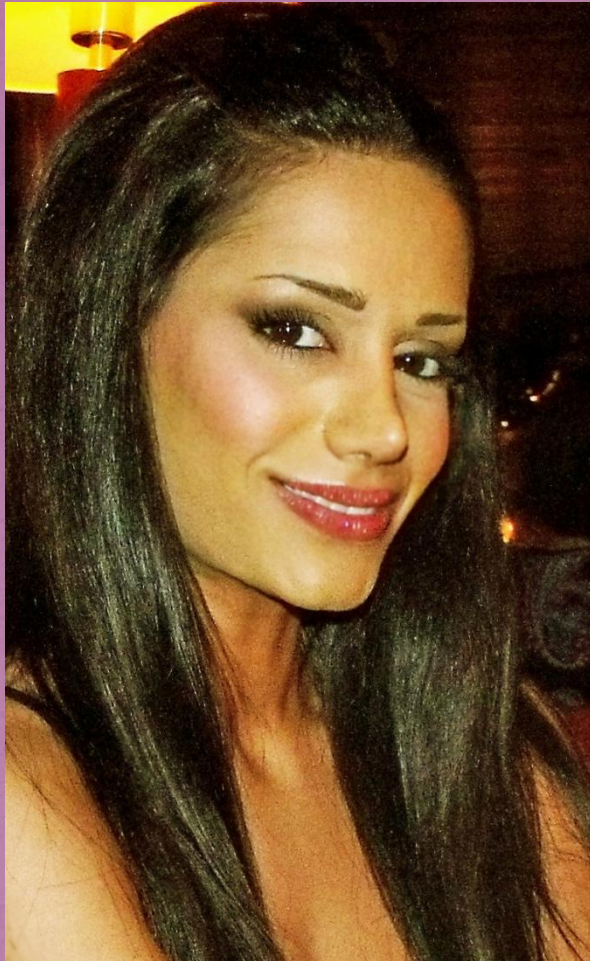


Stenders





- Azin Arefinejad
- 26 years old
- Trade with international markets
- Marketing
- Family, Friends, cultures and languages

Stenders

- Founded 2001 in Riga Latvia
- 180 shops around the world
- High quality body&bath cosmetics
- Handmade products
- Natural ingredients
- The legend of eternal youth



Tasks I was given by Stenders

- Trends
- Products
- How to get customer attention
- Spa-Culture in Sweden
- “a romantic evening”



Target group information

- Women 25-45
- Single
- Determined
- Does not like cliché
- Wants quality
- Professional but still youthful and fun
- Free



Competitors

- L'OCCITANE
- LUSH
- THE BODY SHOP



The body Shop

- Most popular one in Sweden
- Very active in Corporate Social Responsibility
- Kind to animals
- No Chemicals
- Service
- Charity



LUSH

- Stockholm
- Edgy , bubbly and fun
- Packaging
- Solid products
- Enviromental friendly
- Innovative



L'OCCITANE

- Not as known in Sweden
- Exclusive
- Sale Channels
- TV shop, Airports, department stores
- Events, Women&Home UK



Ideas

- **Wedding basket**
- **Front figure**
- **Promote through Blogging**
- **Spa - events**
- **Google search**
- **Co-operation online magazine**
- **Younger target group**
- **Free samples/ Create word of mouth**
- **Member card**
- **Gift Cards**
- **Limited editions**
- **Facial products**
- **Products for Men**
- **Mother/baby gifts**
- **Change packaging**
- **Make the website more colorful**



How to increase online sales

- Write comments/Send free samples
- Exchange links
- Suggest visitors to add your site
- “Tell a friend about this page” form



What I've learned/my opinions

- Too little knowledge about the markets
- Small cultural differences create big problems
- Opportunities in Consulting





Thank you ...