

FINAL WRITTEN REPORT

Final Written Report

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To: Respected potential investors, shareholders, and all the interested parties who want to be on this fantastic journey with BOLD in the future, we would like to present our brand's immersive pop-up store concept to you and engage with social and environmental changes.

Executive Summary

The new brand Bold is an emerging beauty line that is considerate of the environment and the increasing consumer demand for sustainability. In social media, we have seen influencers use one product for different uses, such as blush as lipstick or highlighter as eyeshadow. With this in mind, we decided to create one product that offers the same usage for different parts of the face and an eyeshadow palette that offers refills. The opportunity to make such an engaging makeup pop-up store allows the brand to interact with consumers differently by providing new and innovative shopping experiences. Consumers are demanding environmentally friendly products and brands that promote sustainability. Creating a sustainable brand would allow us to build a strong reputation and develop a community. The brand will not only collaborate with sustainable manufacturers but also give consumers the ability to bring back old containers to recycle and

reuse for other products. Our brand differentiates from traditional makeup stores by engaging with our consumers and providing fun and different shopping experiences. The pop-up will offer various activities during the store visit to ensure consumers' return. The products will provide a 2-in-1 use, blush, and lipstick. The eyeshadow palette will have an ID to ensure the person doesn't buy another product; they can purchase refills but always use the same palette. This concept will significantly help reduce waste as well as help minimize overproduction. This new concept will allow the brand to create a different placement from other brands in the market.

A. Opportunity Assessment

A global study shows consumers are “four to six times more likely to buy from, trust, champion, and defend companies with strong purposes” (Aziz, 2020). Therefore, the goals of launching the BOLD pop-up store primarily focus on two purposes. One is to address the issues of “clean washing” in the beauty industry by encouraging ethical ways of shopping in an approachable manner. The other one is to support the value of DEI (Diversity, Equity, and Inclusion) among targeted consumers through immersive consumer journeys within the pop-up store. The pop-up store aims to attract massive social media influences in terms of these two aspects through consumers and influencers. As a newborn beauty brand, BOLD considers the sincerity and details its priorities. Although the duration of the pop-up store is time-limited, we hope our consumers will get the most experiences out of it. The experiences involve interacting with the event and products and standing in the same line with our brand values.

With these goals in mind, we discovered several approaches to take with our pop-up concept to make environmental and social changes.

First and foremost, we will incorporate the “**one ID for one Palette**” sales technique to reduce beauty waste. Research has shown that “between 20 and 40 percent of beauty products, depending on the category, end up as waste” (Cernansky, 2021). These include returned products, formula testers, and so on. The “**one ID for one Palette**” ensures that an individual consumer purchases only one singular personalized palette per lifetime to eliminate waste and encourage our consumers to hold on to their products. The pigment refills can be purchased anytime to add to the palette.

Secondly, we will work with the beauty giant Coty to source clean ingredients and create a “**BOLD.U**” system for the transparency of our products and say no to “clean washing.” Many clean-beauty brands fool their customers by stating “all-natural ingredients” on the product packaging while infusing unknown ingredients. An example of a brand that has been “clean washing” their consumers is Aveeno. Aveeno uses phrases such as “soy extracts'”, “all natural ingredients”, and “ingredients sourced from nature”. Although Aveeno uses harsh chemicals, for example Octinoxate, Parabens, and Synthetic Fragrance (Becca, 2022). We want to ensure such fraud will never happen with our brand. Thus, we will develop a “**BOLD.U**” system with Coty to source clean ingredients. Consumers can scan the QR code on our products to trace the manufacturing process and to see each component used in the formulation.

Thirdly, we will have a “**BOLD.Verse**” program that offers Beauty-MBTI quizzes^{Figure 1} and invites people of all ethnicities to lead the consumer journey in the pop-up store, encouraging the DEI movement in Nashville, Tennessee. Recently, a bill passed in Tennessee universities requiring students to complete diversity training. Professors from the University of Tennessee accused the bill of destroying the ecological and academic balances (Wright, 2022). As a socially responsible beauty brand, we want to help to restore the balance. The “**Bold.Verse**”

program will ask consumers to complete a Beauty-MBTI quiz. The quiz will help generate consumer data and offer color recommendations for each individual. We will also collaborate and share consented data with the universities in Tennessee to invite students with diversified backgrounds to volunteer in the pop-up store as consumer journey leaders. These students may have different ethnicities and speak different languages, but their presence is unified. It will also create a comfortable and inclusive environment for consumers from all over the world.

The beauty industry targets people of all ages, from 14 to 50 years old, it is an industry with a wide range of consumers of different ages. However, the brand will focus on Gen Z women aged 21 to 30 with disposable income, as the pop-up will include alcohol consumption. These women are makeup enthusiasts and love to play around with their makeup, try new things, and support new brands. The cosmetic industry has benefited from the increasing popularity of social media through an increase of sales channels, increasing global presence, and being able to provide informative content. Following this rise, consumers are very aware of trends and like to follow makeup, beauty, and lifestyle influencers as inspiration. The primary social media channels used are Instagram, TikTok, and YouTube, which is where brands use these channels to connect with consumers and create a community. “These platforms are not only highly influential amongst this demographic group, but create a demand for beauty products and help fill the gap between cosmetics brands and consumers” (Petruzzi, 2023).

The psychographics of the target range between three aspects: social, entertainment, and environmental. First, when it comes to activities, they like to go out with friends, and their favorite part of getting ready is getting their makeup done. Also, they do their makeup just for fun, to create content, to take pictures, or as a hobby. Our primary consumers also love to express themselves through makeup. For Gen Z, it is important that beauty brands must see them as

unique individuals. For them, beauty is an outlet for self-expression and an opportunity to experiment, have fun and celebrate their uniqueness. A key factor why Gen Z is an important potential client is that they spend an average of nine hours a day on their phones, which causes them to be eager to experiment with new technologies within the beauty and personal care space (In-cosmetics, 2020). Research shows 62% of consumers research products online before deciding to make an in-store purchase. (In-cosmetics, 2020) Another critical factor is that they are conscious consumers. They emphasize buying ethical products and strongly believe in a brand's responsibility for its environmental impact. According to Nielsen's global survey from 2018, 80% of Gen Z feel strongly that companies should help the environment (In-cosmetics, 2020). With this in mind, they are constantly looking for new brands to support that are cruelty-free and follow sustainable practices.

The pop-up shop will be located in Nashville, Tennessee in The Hampton Social Rooftop. This is a prime location for bachelorette parties so it's a good fit to attract consumers and give them a fun experience. Nashville hasn't had an immersive-experience beauty pop-up store. Therefore, the concept of our pop-up will generate curiosity among targeted consumers with our pre-marketing strategies on social media.

Beauty brands are shifting to prioritizing brick-and-mortar retail stores, increasing their overall omnichannel strategy. According to a September 2022 *Mintel* consumer data report, "61% of beauty and personal care consumers shopped in-store compared to online" (Doolan, 2023). The current cosmetic retail service trends are product efficiency, enhanced shopping experiences, and ethical practices that are differentiating factors between retailers stated by Marisa Ortega, Retail and E-commerce analyst at Minel (Doolan, 2023).

The retail landscape has shown an increase in recent years and is projected to grow positively soon. According to *Statista* titled *Cosmetics Industry*, in 2019, the cosmetic industry worldwide generated USD 89.88 billion and has increased to USD 93.05 billion in 2022. The cosmetic retail industry is projected to grow to USD 125.40 billion by 2026. Specifically, in the United States, the beauty market contributed USD 91.41 billion in 2023, with a 2.6% annual growth rate.

According to *Statista*, the market analyst concise is in line with these consumer behaviors, clean beauty products are expected to be a main driver across the Beauty & Personal Care industry” (Statista, 2022). Our brand has considered the market analysis and is projected to generate positive revenue.

The retail industry and current trends are favorable for our beauty brand to become successful. Our makeup has “clean” ingredients, FDA-approved, appropriate pricing, and sustainable packaging. Our omnichannel strategy demonstrates a heavy focus on a pop-up shop that will generate revenue through the preferred brick-and-mortar retail service. Overall, the analysis conducted will be leveraged to successfully obtain new customer acquisition.

Revenue-producing activation consists of planning, marketing, and selling products to generate a profit. The pop-up shop is scheduled to launch in September of 2023 in Nashville Tennessee. To ensure the pop-up shop is successful there is a lot of preparation and planning needed. The pop-up shop will be available Friday through Sunday, September 1 through November 30, 2023. A rented location is secured at the Hampton Social in downtown Nashville which will have a fixed monthly rate for the duration of the three-month-long pop-up. Along with securing a beautiful location bartenders have also been reserved to create the specialty

limited edition cocktail menu. By obtaining the Hampton Social this will relieve the brand of having to obtain a liquor license and funding the alcohol. The cocktail menu is included in the monthly fixed cost. There are several surprises happening at the pop-up shop as well, including a glam station, customizable eyeshadow palettes done by the local artist Juniper, and the most Instagram-friendly backdrops for your friends and family to post about the fun-filled day! Since Juniper is a local artist, her rate is relatively inexpensive, and a contractual daily rate has been established accounting for \$50. To ensure high foot traffic, Juniper will only be available on Saturdays, strategically increasing the weekend foot traffic. Therefore, the total cost of including Juniper and her excellent talents will amount to \$600, the material cost of the paints and brushes is excluded.

Considering the average disposable personal income of 2021 according to *Statista* amounted to \$50,292, and the average household income amounted to \$54,833 (Statista, 2021), the cost per entry ticket is \$25. One aspect that makes our brand stand out is being able to create your own palette consisting of four eyeshadow shades. At the pop-up shop, the eyeshadow shades are free, but refilling all four costs through the website is approximately \$19.99. Although, the customizable palette is an extra \$10 fee. The customizable palette is an investment in sustainable beauty products as you are able to refill the shades.

To create an eyeshadow palette consisting of 4 pans the average cost is \$3.75, and the palette box costs \$0.50. This brings the total for manufacturing our palette to \$4.25. The revenue per sale at the pop-up shop is \$5.75 (not including expenses).

C. Operational Plan

To entice consumers, drive awareness, and increase foot traffic, our brand has implemented a BOPIS (Buy Online & Pick Up In-Store) system available during the pop-up shop in Nashville,

Tennessee. On our Instagram social media page and website, there will be a three-day activation where customers who will be available in Nashville can purchase products online and be available for pick up at the Hampton Social. The three-day activation will be present on Instagram and our website 14 days before the launch of the pop-up to ensure there is enough available inventory in Nashville.

Our brand has implemented the *Shopify Fulfillment Network* into our logistics plan. Through *Shopify Fulfillment Network*, logistics of delivery and returns are completed through the network. According to *Shopify's* website, "We distribute your products across the United States so we can delight your customers with reliable deliveries that arrive on time" (Shopify, 2023). Regarding the return process, Shopify stated, "Build customer trust with simple, reliable returns. We'll inspect and restock your products and provide feedback" (Shopify, 2023). The cost of implementing the *Shopify Fulfillment Network* is relative to the weight and amount of product being shipped, referred to as "predictable price on a per-item basis" where packaging and shipping is included and a fixed return fee is prompted. One aspect that attracted our attention was the "only pay once inventory is sold" aspect. This reduces the overhead risks and allows our brand to gather revenue before paying fulfillment costs (Shopify, 2020). Through our partnership with *Coty*, all our products are manufactured through *Coty*, where industry compliance standards will be met. We chose to incorporate *Coty* when ensuring these standards are a top priority by understanding that is one of their core values. *Coty* stated "To respond to evolving social and environmental challenges, sustainability is at the heart of our product creation, from design and development through to procurement of materials" (Coty, 2023). Their statement about their dedication to sustainability was reassuring to hear as a brand. Some of the specifics of *Coty's* compliance standards are

1. Compliance with CoC or equivalent is a requirement
2. Collaboration with AIM-Progress
3. Founding member of Responsible Beauty Initiative
4. Avoid the use of High Profile Ingredients and Materials
5. Monitor human safety through consumer feedback

(Coty, 2022).

Expenses		Month 1	Month 2	Month 3	Income	
Manufacture	\$4.25/per unit	\$ 850.00	\$ 850.00	\$ 850.00	Tickets	\$25 each
POS System	\$39/per month	\$ 39.00	\$ 39.00	\$ 39.00	Eyeshadow Pallets	\$ 19.99
Security	\$20/per hour	\$ 480.00	\$ 480.00	\$ 480.00	Personalization Fee	\$ 10.00
Shipping (200 Units)	\$ 438.00	\$ 438.00	\$ 438.00	\$ 438.00	Individual Pallette	\$ 10.00
Rent	\$ 3,333.00	\$3,333.00	\$3,333.00	\$3,333.00	Total Per Person	\$ 54.99
Sales Associates (for 1/ Month 1 shows total for 4)	\$7.25 per hour	\$ 696.00	\$ 696.00	\$ 696.00	(Refillables)	\$5.00 each
Local Artist	\$50/daily rate	\$ 200.00	\$ 200.00	\$ 200.00		
CubeSmart	\$150/per month	\$ 150.00	\$ 150.00	\$ 150.00	If 1 customer completes all three the income would be \$54.99	
ID Scanner	\$ 849.00	\$ 849.00			Assuming we sell all 200 units at this rate the total would be \$10,998	
TOTAL EXPENSES		\$7,035.00	\$6,186.00	\$6,186.00		
PROFIT AFTER EXPENSES		\$3,963.00	\$4,812.00	\$4,812.00		
Security	20 per hour, 8 hours, 3 days					
Local Artist	50 per day/ 4 Saturdays in a month					
Employees	\$7.25 per hour * 8 hours = 58					
	58 * 4 employees = \$232 per day					
	\$232 * 3 dyas = \$696					

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Our primary POS system is through *Shopify*. Using *Shopify* for our POS system will be cost-effective and increase convenience. The POS system accepts all major credit cards. According to *Shopify's* website, the system can be downloaded onto any device, is customizable for discounts, and is integrated with the *Shopify* website builder. The POS system is a great resource to grow our business because *Shopify* provides insightful analytics. Some examples of the analytics provided are daily sales reports, cash flow reports, inventory reports, etc.

To avoid shoplifting and increase the pop-up shop's security, our brand has hired *On Guard Security* which is native to Nashville and specializes in event gathering protection. During the pop-up shop, our company decided to use *CubeSmart* to store our replenishment inventory.

Bold has partnered with several companies to prepare for the launch of our brand's pop-up. The IT technology we have partnered with is the company MBTI for the survey personality test. Regarding the "customer ID" card that ensures one palette per consumer, we will be using the manufacturer *ID CARD* and purchasing the Evolis Badgy200 card printer which amounts to \$849.

D. Retail Customer/Experience Plan

As the customer enters the pop-up store, there will be a welcoming area with QR codes and screens to scan and take the beauty quiz. This quiz will ask them several questions about their personality and style. After completing the quiz, they will receive the palette that matches their answers. Following up on the main store concept, they will see all the different sections of palette according to their category. A store associate will take them over their suggested palette to try it out and test it. Smart mirrors will be available at the store so consumers can see how the colors and shades will look on them and combine with a makeup look. If the customer decides to buy the product, their purchase comes with a cocktail or mocktail according to the palette they bought. The transaction will be completed through the *Shopify* POS app through credit/debit cards, no cash will be accepted. This is the last part of the pop-up experience, where consumers can enjoy their drink and take pictures, which will give the brand an opportunity to have user-generated content. The Hampton Social in downtown Nashville has a light and airy atmosphere with photo opportunity props; neon signs, and flower wall art to entice consumers to promote the pop-up shop on social media platforms.

The store has five sections: four for ready-to-go palettes and one for a customizable station with a local artist. Each section of the store has associates to help consumers during their shopping experience. These associates will carry phones and Ipads to check out the customer at the moment. Furthermore, after the purchase, they will lead them to the bar area where they can claim their free drink. If the customer isn't confident about purchasing the palette in store at the pop-up event, the marketing team will be able to follow up with each customer through email afterwards. When the customer originally enters the store and scans the QR code, they must provide their email address which is then data collected for marketing and advertising purposes.

After every closing, the managers and CEOs will complete the nightly closing routine of organizing, cleaning, and preparing the store for the following day. The CEO will also be responsible for restocking inventory and ordering new stock, if necessary.

E. Merchandising Plan

The pop-up will prioritize visual merchandising and store layout. Visual merchandising helps to deliver and convey the right information about products to customers. The type of store layout, fixtures, and product placement say a lot about the store and represents the brand's identity. Having a rooftop restaurant as the store location adds ambience for the experience that will be taking place in the pop-up. Targeting Gen Z women from 21 to 30 helps to give the retail store a fun, unique and different experience. Giving consumers the opportunity to match their personality with the product enhances the relationship between the customer and the brand.

Pop-up stores are concepts which allow an easier and customizable design. They can be placed wherever, which allows brands to get involved into both physical and digital actions. While consumers are more connected to products and brands through e-commerces, it's becoming a challenge to gather new consumers, especially if it's a small or strong brand trying to

enter the market niche. Physical stores are more likely to be memorable, as we all are more likely to register the name of the brand. A pop-up activation generates buzz, both on the real life side and social media, allowing the marketing reach of the brand to grow further.

The strategy involves introducing a different way to create a personal connection between the brand and consumers. Having various products that align with consumer likes, personalities, and styles would ensure an engagement between both which helps the brand to create relationships and a community of their consumers. The purpose behind the idea relies on how important it is for the consumer to find and buy products that fit their style. There will be four different types of palettes: neutral, colorful, glitter, and dark colors. Each palette's name depends on the colors of each personality type. For example, if the consumer is considered a “party animal” they might align with the champagne palette. They could receive a bloody mary or a cosmopolitan to fit the palette and their personality when aligned with the cocktails experience at the end of the experience. The brand will also provide the opportunity to customize their own eyeshadow palette with different shades. The customization will allow them to choose different color shades and a customizable design by a local Nashville artist. This strategy pushes forward consumer engagement by being able to give the product a more personal touch.

Regarding innovation, the consumer will receive an ID for their palette after a purchase. With this ID, the brand can track if the customer has only bought one palette of the same color. Introducing this tactic will help the brand reduce product overproduction, which aligns with the brand's environmental opportunity. Customers can buy more palettes only if they differ from the same color. They will be able to buy each shade separately for refills to add to the palette for an additional fee. Other technologies the store will have are mobile checkouts and "smart" mirrors. These technologies have countless benefits, such as helping save time and enhance customer

experience. The reasoning behind this is because consumers are more interested in experiencing the product before buying it. Pop-up stores are turning to immersive, experiential temporary events to re-engage with the public and work as a test-and-learn platform for future strategies. Implementing such innovative and memorable store concepts is a clever way to obtain user-generated content, as they are often instagrammable and have many photo opportunities.

Inventory and management will be through *Shopify's* Inventory reports that are updated every 12 to 72 hours. The platform allows users to generate analytics and reports. These reports will allow the brand to see products sold per day, product sell-through rate, and days of inventory remaining. These reports are vital to ensure inventory is properly stocked for the entirety of the pop-up shop in order to maximize sales.

The store inventory will be held in a storage space in Nashville, where the CEO and store associates will work to organize upcoming merchandise and keep track of inventory. The brand will receive new batches of stock weekly during the three months of running the pop-up. If any item is sold out, an order for more products will be placed to ensure inventory lasts every three days that the pop-up is open to the public. The replenishment is manufactured at *Coty* headquarters and distributed to Nashville by *Shopify*.

The palette of four eyeshadow shades or individual customizable shades are sold for \$19.99 each to comply with the brand's target market. However, if a consumer is interested in replacing singular shades, each shade will amount to \$5.00. During the pop-up shop the entry ticket is \$25 per person. One of the exciting aspects of the pop-up event is having a local artist available to personally hand paint designs on the consumer's eyeshadow palette for an additional cost of \$10.00. Through market research, Bold has determined that our pricing plan is competitive compared to similar brands in the beauty industry.

F Marketing Plan

The marketing team will be dedicated to creating an online community through Instagram and TikTok before the initial launch of the pop-up store and to collaborating with artists and influencers on-site to raise awareness among our audiences. Building an online presence helps to deliver the brand's mission and values in terms of environmental and social aspects. It aims to reduce beauty packaging waste and to promote DEI practices through the pop-up store event. By marketing the "one ID for one Palette " sales strategy, one person can only purchase one highly personalized palette case with their passport or driver's license in their lifetime. The brand calls on its consumers to make an effort to reduce beauty packaging waste. The brand will also launch "BOLD.U" with Coty and "BOLD.Verse" programs to connect and support online and in-store experiences.

The marketing team works closely with the sales and merchandising teams internally in order to fully execute the pop-up activation. Firstly, it will help the merchandising team to create the most effective layout of the store to allow the best customer journey. The marketing team will first use the "BOLD.Verse" program to carry out the route from taking the MBTI quiz to choosing the corresponding products to have a sip and mingle social moment in the online community. It enables the consumers to have a general understanding of the pop-up store before enjoying the experience. The program is embedded with the loyalty program to enable consumers and the store to record their buying history and personalized information. Secondly, the marketing team will align the colors and styles of the campaign with the merchandising team to promote sales. The primary colors of the campaign will be vibrant and vivid neon so that consumers will remember the brand identities at first glance. Thirdly, the marketing strategy will be leaned toward a specific feature based on the report of the sales team in the store. For

example, if most positive feedback from the store is oriented towards the customized palette, the online campaign will focus more on advertising the personalization concept and delivering the moral of being a sustainable and responsible beauty brand. Suppose the sales team reports that most consumers are satisfied with the quiz and sip section. In that case, the online campaign will utilize the diversity of the pop-up store and invite more influencers to showcase their experiences within the store while introducing the products.

The marketing team will work with an external company named Pennock, a professional women-led digital marketing firm, to develop a 360-degree digital marketing strategy on social media platforms and analyze the campaign data for long-term company growth. Since Pennock has more experience and resources targeting the right influencers and performing live-streaming on social media such as TikTok and Instagram, the marketing team needs Pennock to execute these tasks more efficiently and timely based on the internal marketing plan. The brand can then concentrate on developing the marketing plan regarding different platforms and targeted consumers without worrying about the execution level. This is because the internal marketing team knows how to advertise the brand best. Pennock is acting as an executive team to realize the plan. Pennock also supports the marketing team in doing real-time analytics and clipping reports on sales to improve our marketing strategies. The brand cannot survive in the industry without knowing the quantitative feedback from the market. To ensure the sustainable and long-term growth of the brand, it is necessary to analyze the data to understand further what needs to be changed and improved within the marketing strategies.

G. Conclusion

Our pop-up store will generate a positive social and environmental impact to the beauty industry as well as position the brand at an advantageous and competitive level for investing. Through the “**BOLD.U**” initiative consumers will be able to rely on the brand’s transparency and ultimately foster a loyal and trustworthy relationship. The “**one ID for one Palette**” is Bold’s original concept to increase sustainability and meaningful personalization options for the consumer which is becoming increasingly more important to the consumer. According to our thorough research of the fashion industry, our brand Bold has found the “whitespace” in the industry, along with our data research, we believe that the pop-up store concept will bring tangible revenues and win a better reputation for the brand in September 2023.

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Figures

Figure 1

What's Your Personality Type?

Use the questions on the outside of the chart to determine the four letters of your Myers-Briggs type. For each pair of letters, choose the side that seems most natural to you, even if you don't agree with every description.

<p>1. Are you outwardly or inwardly focused? If you:</p> <ul style="list-style-type: none"> - Could be described as talkative, outgoing - Like to be in a fast-paced environment - Tend to work out ideas with others, think out loud - Enjoy being the center of attention <p>then you prefer E Extraversion</p>	<ul style="list-style-type: none"> - Could be described as reserved, private - Prefer a slower pace with time for contemplation - Tend to think things through inside your head - Would rather observe than be the center of attention <p>then you prefer I Introversion</p>	<div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> ISTJ <small>Responsible, serious, analytical, reserved, realistic, systematic. Hardworking and trustworthy with sound practical judgment.</small> </div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> ISFJ <small>Warm, considerate, gentle, responsible, pragmatic, thorough. Devoted caretakers who enjoy being helpful to others.</small> </div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> INFJ <small>Idealistic, organized, insightful, dependable, compassionate, gentle. Seek harmony and cooperation, enjoy intellectual stimulation.</small> </div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> INTJ <small>Innovative, independent, strategic, logical, reserved, insightful. Driven by their own original ideas to achieve improvements.</small> </div>	<p>3. How do you prefer to make decisions? If you:</p> <ul style="list-style-type: none"> - Make decisions in an impersonal way, using logical reasoning - Value justice, fairness - Enjoy finding the flaws in an argument - Could be described as reasonable, level-headed <p>then you prefer T Thinking</p>	<ul style="list-style-type: none"> - Base your decisions on personal values and how your actions affect others - Value harmony, forgiveness - Like to please others and point out the best in people - Could be described as warm, empathetic <p>then you prefer F Feeling</p>
<p>2. How do you prefer to take in information? If you:</p> <ul style="list-style-type: none"> - Focus on the reality of how things are - Pay attention to concrete facts and details - Prefer ideas that have practical applications - Like to describe things in a specific, literal way <p>then you prefer S Sensing</p>	<ul style="list-style-type: none"> - Imagine the possibilities of how things could be - Notice the big picture, see how everything connects - Enjoy ideas and concepts for their own sake - Like to describe things in a figurative, poetic way <p>then you prefer N Intuition</p>	<div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> ISTP <small>Action-oriented, logical, analytical, spontaneous, reserved, independent. Enjoy adventure, skilled at understanding how mechanical things work.</small> </div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> ISFP <small>Gentle, sensitive, nurturing, helpful, flexible, realistic. Seek to create a personal environment that is both beautiful and practical.</small> </div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> INFP <small>Sensitive, creative, idealistic, perceptive, caring, loyal. Value inner harmony and personal growth, focus on dreams and possibilities.</small> </div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> INTP <small>Intellectual, logical, precise, reserved, flexible, imaginative. Original thinkers who enjoy speculation and creative problem solving.</small> </div>	<p>4. How do you prefer to live your outer life? If you:</p> <ul style="list-style-type: none"> - Prefer to have matters settled - Think rules and deadlines should be respected - Prefer to have detailed, step-by-step instructions - Make plans, want to know what you're getting into <p>then you prefer J Judging</p>	<ul style="list-style-type: none"> - Prefer to leave your options open - See rules and deadlines as flexible - Like to improvise and make things up as you go - Are spontaneous, enjoy surprises and new situations <p>then you prefer P Perceiving</p>
<div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> ESTP <small>Outgoing, realistic, action-oriented, curious, versatile, spontaneous. Pragmatic problem solvers and skillful negotiators.</small> </div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> ESFP <small>Playful, enthusiastic, friendly, spontaneous, tactful, flexible. Have strong common sense, enjoy helping people in tangible ways.</small> </div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> ENFP <small>Enthusiastic, creative, spontaneous, optimistic, supportive, playful. Value inspiration, enjoy starting new projects, see potential in others.</small> </div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> ENTP <small>Inventive, enthusiastic, strategic, enterprising, inquisitive, versatile. Enjoy new ideas and challenges, value inspiration.</small> </div>	<div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> ESTJ <small>Efficient, outgoing, analytical, systematic, dependable, realistic. Like to run the show and get things done in an orderly fashion.</small> </div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> ESFJ <small>Friendly, outgoing, reliable, conscientious, organized, practical. Seek to be helpful and please others, enjoy being active and productive.</small> </div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> ENFJ <small>Caring, enthusiastic, idealistic, organized, diplomatic, responsible. Skilled communicators who value connection with people.</small> </div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;"> ENTJ <small>Strategic, logical, efficient, outgoing, ambitious, independent. Effective organizers of people and long-range planners.</small> </div>			