



STAGE TWO
MARKET/USER RESEARCH

Competitive Analysis & Feature Prioritisation

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Date:
November 25, 2024



What's in here?

Executive Summary	An overview of all of our research findings to give you an idea of what to expect through this report.
Identifying Competitors	We identify the primary target audiences for the products, the academy and published content.
SWOT Analysis - Academy	Then, we complete a SWOT analysis for all of the competitors for the Academy section.
Pain Points & Opportunities - Academy	Based on the SWOT analysis, we highlight the pain points and the opportunities gathered for the academy.
Feature Prioritisation - Academy	Finally, we compile a list of features for prioritisation, based on all previous analysis.
SWOT Analysis - Products	Then, we move on to the products and create a SWOT analysis for all of the product competitors .
Pain Points & Opportunities - Products	Based on the SWOT analysis, we highlight the pain points and the opportunities gathered for the products.
Feature Prioritisation - Products	Finally, we compiled a list of features for prioritisation for products, based on all previous analysis.





Executive Summary

This report presents a comprehensive analysis of the competitive landscape in two interconnected sectors: the waxing products market and beauty academies. Both sectors are experiencing significant growth, driven by evolving consumer preferences and increased demand for professional beauty services and at-home solutions. The report identifies key strengths, weaknesses, opportunities, and challenges within these industries, offering insights to guide strategic decisions.

In the waxing products market, established brands like Rica Wax and KoluaWax dominate with high-quality formulations and premium branding. However, challenges such as high pricing, limited inclusivity for diverse skin and hair types, and concerns about ease of use remain prevalent. The market also shows a growing consumer preference for sustainable and skin-safe products, presenting opportunities for innovation in packaging, formulations, and user-friendly application techniques.

Beauty academies, such as Femina Beauty Academy, have excelled in offering comprehensive, career-oriented training and certifications. However, accessibility issues, lack of standardization in course quality, and insufficient career placement support highlight areas for improvement. The increasing demand for hybrid and online learning formats, as well as advanced training in niche skills, offers significant growth potential for academies willing to adapt to these changing needs.

Overall, this report highlights the potential for both industries to address existing pain points while leveraging emerging opportunities. By focusing on inclusivity, affordability, and sustainability in waxing products, alongside accessibility and modernized training in beauty academies, businesses can meet the demands of a diverse and evolving market.



Identifying Competitors

ACADEMY

1. **Femina Beauty Academy**
a. <https://feminabeautyacademy.com/>
2. **Toni&Guy**
a. <https://toniandguy.com.pk/education/>
3. **PNY Pink**
a. <https://www.joinpnypink.com/>
4. **Deplix**
a. <https://depilonline.com/beauty-clinic/>
5. **Melange Institute**
a. <https://melangeinstitute.com/>
6. **Rose Beauty College**
a. <https://rosebeautyparlourofficial.com/training/>
7. **Skins**
a. <https://skins.pk/academy/>
8. **School of Cosmetology Pakistan**
a. <https://www.universalbeautyacademypk.com/>

PRODUCT

1. Cirepil Blue
2. Gigi All Purpose Golden honee
3. CandyWaxBeans
4. RicaWax
5. Halawa Wax
6. Charmonic
7. Bella Verde
8. Slick
9. Mermaid Wax
10. Caron Lab
11. Relax & Wax
12. Bombshell Wax
13. Tress Wellness
14. Berodin
15. Ajoura
16. Kolua Wax
17. Bestidy
18. Lifestance

WHAT IS SWOT ANALYSIS?

SWOT analysis is a strategic tool used to evaluate a business, product, or service by identifying its **Strengths**, **Weaknesses**, **Opportunities**, and **Threats**. It helps understand internal advantages and challenges (strengths and weaknesses) as well as external factors (opportunities and threats) that impact success.

We are conducting SWOT analyses to gain a clear understanding of the competitive landscape, uncover pain points, and identify areas where we can innovate or improve. This approach allows us to make informed decisions and develop strategies that align with market needs and trends.

SWOT Analysis - Academy

Femina Beauty Academy

The academy has a strong reputation, backed by years of industry experience. The pink and black color scheme creates a striking contrast, reflecting the brand's bold identity.

The pink shades are inconsistent across the site, making the design feel disjointed. The images are of low quality, which harms the brand's credibility. Additionally, the website has layout and spacing issues that make it look unprofessional.

Competitors with modern, cohesive designs and stronger social media engagement could attract a larger audience, diminishing Femina Beauty Academy's online presence.

The company can improve its visual appeal by refining the design and ensuring consistent use of brand colors. Enhancing the social media presence can help build a stronger connection with the audience.

Tony&Guy

Toni&Guy boasts a trendy, sleek design that reflects its high-end, established reputation. The modern look helps create a professional and upscale image.

The website is static, with limited interactive features or animations that could make it feel more engaging. The lack of dynamic content leaves it feeling less innovative compared to competitors.

Competitors who utilize more dynamic web features, like video content or interactive elements, could make Toni&Guy's design feel outdated in comparison.

Incorporating more interactive elements, such as animations, videos, or galleries, would engage visitors and elevate the website's experience. This could also improve the brand's online presence and appeal.

PNY Pink

The website is well-organized, with easy navigation that enhances user experience. The structure is clear, helping users find relevant information without confusion.

Bright colors dominate the site, leading to a visually overwhelming experience. The poor-quality images give the brand an unprofessional appearance, and the overall aesthetic feels chaotic rather than refined.

The overwhelming color scheme and unprofessional images may drive away potential clients and damage the credibility of the brand compared to competitors who have more polished designs.

Refining the color palette to more sophisticated shades and using high-quality, professional imagery will improve the brand's image. Updating visuals will also resonate better with the target audience.

SWOT Analysis - Academy

Deplix	
The company offers a variety of beauty education programs, backed by a strong reputation in the industry. This could help build trust and attract prospective students.	Major accessibility issues exist, including poor color contrast that affects readability, and confusing typography. The website's layout and organization could be vastly improved to create a better user experience.
The website's accessibility violations may lead to legal challenges or damage the company's credibility. Competitors with more accessible websites may attract a wider audience and provide a better user experience.	A complete website redesign is essential to fix accessibility issues, improve the layout, and enhance typography. These changes will help users navigate the site more easily and increase user satisfaction.
Rose Beauty College	
The design is clean, modern, and professional, offering a strong visual structure for users. The layout is well-organized, making it easy for visitors to find key information.	The website lacks dynamic content like videos, blogs, or testimonials, which could create a more engaging user experience. Without interactive features, the site feels one-dimensional.
Competitors who are using interactive and engaging content may attract more users, leaving Rose Beauty College's website feeling static and less appealing.	The website could be enhanced by adding videos, customer stories, or a blog. These additions will engage users, provide useful information, and showcase the institute's expertise.
Melange Institute	
The institute is recognized in the beauty education sector for offering quality courses. This credibility positions them as a trusted source in the industry.	The current website is outdated, and the design feels stagnant. It lacks compelling visuals or engaging content, which causes the site to fail in attracting and holding user attention.
An outdated website will likely turn away potential customers, leaving the institute behind competitors with more visually appealing and engaging websites.	A website redesign that includes modern, engaging visuals and updated content can greatly improve brand perception. This will attract more visitors and potential students to the site.

SWOT Analysis - Academy

SKINS

The site features a professional design with clear visuals and a structured layout. This gives a sense of credibility and trustworthiness, helping to position the brand as an authority in its field.

There is a lack of interactive or dynamic features, which limits user engagement. The content is also somewhat generic, lacking personalization or deeper insights into the brand.

Competitors offering rich content or interactive experiences may overshadow SKINS by providing a more immersive user experience.

Adding video tutorials, case studies, or blogs related to skin care could engage users more deeply and establish the company's expertise.

Orange

The website is well-organized, making it easy for users to navigate and find the information they need. This contributes to a positive user experience.

The site's design is simple and lacks engaging elements like animations or interactive features, which could make it feel more dynamic and interesting to users.

Competitors with more dynamic or visually stimulating websites may overshadow Orane, attracting more users who prefer a more interactive experience.

Adding videos, blogs, and customer stories can help build more engagement and keep users on the site longer. This can also help establish the brand as a trusted authority in its field.

School of Cosmetology PK

The site is easy to navigate, with a clear structure and an educational focus. This makes it easy for potential students to explore courses and programs.

The website is outdated, with limited visuals or engaging features. The design feels old-fashioned, and the content does not fully engage visitors.

Competitors with modern designs and more engaging websites could attract students away from the School of Cosmetology Pakistan.

A full redesign could modernize the site, adding visuals, improved content, and more interactivity to make the site more appealing and user-friendly.

SWOT Analysis - Academy

London Beauty Academy

The website has a clean, professional design with strong navigation and a visually appealing layout. This makes it easy for users to find the content they need.

The website lacks interactive features, such as blogs or videos, which could boost engagement and offer more value to users.

Competitors offering richer content or more dynamic websites could pull users away from London Beauty Academy's site.

Adding interactive content like service videos, a blog, or customer testimonials would enhance the website's appeal and user engagement.

Air Block

The website has a minimalistic design with a clean layout that aligns well with the brand's aesthetic. This helps maintain consistency across the brand's image.

The website is missing dynamic or interactive features, which limits engagement and reduces user interest.

Competitors with more engaging, interactive websites may steal attention from Air Black's more minimalist approach.

Adding interactive content such as video features, blogs, or success stories could improve the website's engagement and user retention.

Isas Beauty Academy

The site has a professional, clean design with good layout and easy navigation. This enhances the user experience, allowing visitors to find information quickly.

The website lacks engaging content, such as videos, success stories, or testimonials, which could make the site more dynamic and appealing to visitors.

Competitors offering more engaging content, such as videos or dynamic blogs, might attract more users, making Isas Beauty School's website feel outdated.

Adding a blog, student success stories, or videos can enhance the site's user experience and encourage more engagement.

SWOT Analysis - Academy

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Concluding Notes - Academy

PAIN POINTS

The SWOT analyses of beauty academies reveal several critical challenges impacting their growth and effectiveness. Addressing these pain points is essential for fostering trust, maintaining relevance, and ensuring long-term success in a competitive market.

- **Curriculum Relevance**
 - Many beauty academies face difficulties in updating their curriculums to reflect rapidly evolving industry trends. Without incorporating modern techniques, tools, and global beauty standards, they risk losing appeal to prospective students.
- **Geographic and Economic Barriers**
 - Physical location constraints limit access to students outside urban centers. Additionally, high course fees can alienate economically disadvantaged individuals who aspire to enter the beauty industry.
- **Limited Online Presence and Offerings**
 - A lack of robust e-learning options restricts academies from expanding their reach to a global audience or individuals preferring remote learning. Effective online training requires significant investment in technology and instructional design.
- **Market Saturation and Competition**
 - With a growing number of academies offering similar courses, standing out has become increasingly difficult. Unique value propositions, such as niche specializations or partnerships with recognized brands, are often underdeveloped.
- **Insufficient Practical Training**
 - Students frequently highlight gaps in hands-on experience with industry-standard tools and real-world scenarios. Without adequate practice, graduates may feel underprepared to meet professional demands.
- **Lack of Support Services**
 - Many academies fail to offer career counselling, job placement services, or post-certification support. This lack of follow-up can deter prospective students who prioritize career outcomes.
- **Brand Credibility**
 - Maintaining a consistent reputation for quality education and professional certifications is a challenge. Some academies struggle with transparency regarding instructor qualifications and accreditation.
- **Cultural and Regional Adaptation**
 - For academies operating in diverse regions, tailoring courses to local beauty standards and practices is critical. Generic, one-size-fits-all programs may not resonate with regional audiences.

Concluding Notes - Academy

OPPORTUNITIES

The SWOT analysis highlights numerous opportunities for beauty academies to enhance their offerings, expand their reach, and solidify their reputation as industry leaders. By leveraging these opportunities, academies can create value for their students, stay ahead of competitors, and contribute meaningfully to the growth of the beauty industry.

- **Expanding into E-Learning**
 - The increasing popularity of online education presents a significant opportunity for academies to offer virtual courses. By creating high-quality, interactive, and accessible e-learning modules, academies can attract students from remote locations and international markets, thereby scaling their operations effectively.
- **Catering to Diverse Audiences**
 - The growing demand for professional beauty training among individuals from different socioeconomic backgrounds opens the door for tiered pricing models, scholarship programs, and flexible payment options. These initiatives can make quality education more accessible and expand the academy's target audience.
- **Collaborations and Partnerships**
 - Partnering with established beauty brands, equipment suppliers, or salons can boost credibility and provide students with practical experience. These collaborations could also lead to co-branded certifications and job placement opportunities, increasing the academy's attractiveness.
- **Niche Specializations**
 - By offering specialized courses in emerging beauty trends—such as sustainable beauty practices, non-invasive treatments, or advanced skincare technologies—academies can carve out a unique position in a competitive market and attract students seeking cutting-edge expertise.
- **Focus on Regional and Cultural Alignment**
 - Customizing courses to align with local beauty standards, cultural preferences, and skin types can make academies more appealing to regional audiences. For example, offering Urdu and Hindi courses in South Asia can increase enrollment from underserved demographics.
- **Building a Strong Digital Presence**
 - Developing a robust digital marketing strategy, including active engagement on social media platforms, can help academies reach younger, tech-savvy audiences. Sharing success stories, tutorial videos, and industry insights can further establish authority and draw in prospective students.
- **Certifications with High Market Value**
 - Providing industry-recognized certifications that are valid across borders can make academies more attractive to students looking for career mobility. Such certifications can also enhance the academy's reputation globally.
- **Incorporating Sustainability Practices**
 - The rising demand for sustainable beauty practices creates opportunities for academies to integrate eco-friendly approaches into their curriculum. Training students on sustainable beauty techniques can cater to a growing market and position the academy as a forward-thinking leader.
- **Career Support Services**
 - Establishing robust job placement programs and career counseling services can be a game-changer. By connecting students with reputable salons and brands post-certification, academies can enhance their value proposition and foster lasting trust.

Feature Prioritisation

ACADEMY

Objective: Improve the Academy's offerings, enhance user experience, and increase engagement and satisfaction among students.

1. Course Variety and Curriculum Depth

- **Priority Level:** High
- **Rationale:** Students are seeking comprehensive education in beauty techniques that range from basic to advanced levels. A diverse curriculum covering various aspects of beauty services (waxing, skincare, makeup, etc.) ensures that the Academy appeals to different learning needs and experiences. Offering courses for beginners, intermediates, and advanced practitioners allows for customer segmentation and repeat business.
- **Features to Focus On:**
 - Introduction of specialized courses (e.g., Men's grooming, advanced waxing techniques).
 - Courses with certifications that are recognized across the industry.
 - Self-paced and live class options for different learning preferences.

2. Localized Content and Language Options

- **Priority Level:** High
- **Rationale:** Given the geographical focus on South Asia (Pakistan and India), having courses available in Hindi, Urdu, and potentially regional dialects will greatly expand accessibility. Customizing content to reflect local beauty trends and techniques can increase the Academy's credibility and relevance in these regions.
- **Features to Focus On:**
 - Local language support for course content and live sessions.
 - Culturally relevant beauty techniques and trends integrated into the curriculum.

3. Interactive Learning Platform

- **Priority Level:** Medium
- **Rationale:** Students often need interactive and hands-on experiences to fully grasp beauty techniques. An online platform that allows for interactive modules, quizzes, and video demonstrations can improve engagement. An interactive component, such as live Q&A sessions with instructors or a community forum, can also boost the feeling of inclusion and support.
- **Features to Focus On:**
 - Video-based tutorials for practical demonstrations.
 - Real-time quizzes, assessments, and feedback.
 - Live instructor-led sessions or webinars.
 - Peer-to-peer community platforms for discussion and support.

4. Affordable Pricing and Flexible Payment Options

- **Priority Level:** Medium
- **Rationale:** Price sensitivity is high in emerging markets. Offering affordable pricing or tiered packages can make the Academy's services accessible to a wider audience. Flexibility in payment options, such as installment plans or discounts for early enrollments, is crucial for attracting budget-conscious customers.
- **Features to Focus On:**
 - Discounted group packages or early-bird registration offers.
 - Monthly installment plans or flexible payment options.
 - Scholarships or financial aid for underprivileged students.

5. Accreditation and Industry Partnerships

- **Priority Level:** High
- **Rationale:** Students want to ensure that their certifications are recognized and valuable in the beauty industry. Gaining partnerships with well-known beauty brands and establishing official accreditation can increase trust in the Academy's credentials. Having partnerships with top salons can also provide networking and employment opportunities for students.
- **Features to Focus On:**
 - Develop partnerships with top beauty brands for certification credibility.
 - Build relationships with salons for student internship or job placement opportunities.
 - Promote the Academy's industry reputation and endorsements on its website and materials.

Feature Prioritisation

ACADEMY

6. Mobile App or Responsive Website

- **Priority Level:** **Medium**
- **Rationale:** With the rise in mobile internet access, especially in South Asia, creating a mobile-optimized website or even a dedicated app will increase accessibility and engagement. Students can access their learning materials on-the-go, which aligns with the growing trend for mobile learning in education.
- **Features to Focus On:**
 - A mobile-friendly platform to access courses, materials, and resources.
 - An app for easy course enrollment, payments, and student feedback.
 - Push notifications for upcoming classes, assignments, or promotions.

7. Alumni Network and Ongoing Support

- **Priority Level:** **Low**
- **Rationale:** Once students complete their courses, having an alumni network or offering ongoing support can foster a sense of community and engagement. Providing career counseling, workshops, and networking opportunities can help graduates find employment or start their own beauty businesses.
- **Features to Focus On:**
 - Create an alumni community for networking and career opportunities.
 - Offer continuous learning through masterclasses or webinars.
 - Provide career advice or job placement services.

8. Customer Reviews and Success Stories

- **Priority Level:** **Medium**
- **Rationale:** Highlighting student testimonials, success stories, and reviews can enhance credibility and attract more learners. Real-life success stories can also provide motivation for prospective students, making the Academy more relatable and trustworthy.
- **Features to Focus On:**
 - Create a dedicated "Student Success" page with testimonials and case studies.
 - Include ratings and reviews for each course and instructor.
 - Feature success stories on social media and marketing materials.



SWOT Analysis - Product

Cirepil Blue Wax	
<p>Reputation for Quality: Cirepil Blue Wax is recognized for its high-quality formula, which is effective for various hair types and sensitive skin areas, making it a preferred choice among beauty professionals.</p> <p>Hypoallergenic and Gentle: The wax is formulated to be gentle on the skin, catering to a broad demographic, including those with sensitive skin, which helps it stand out in a competitive market.</p> <p>Global Reach: Perron Rigot has established a strong international presence, with Cirepil Blue being a top-selling wax worldwide.</p> <p>Innovative Formula: Its unique, non-strip formula and ability to handle both coarse and fine hair make it versatile for professional salons.</p>	<p>Premium Pricing: Cirepil Blue Wax is positioned as a premium product, which may be a barrier for smaller salons or individual users looking for budget-friendly options.</p> <p>Limited Brand Recognition in Emerging Markets: While well-known in developed regions, the brand may not have the same level of recognition in emerging markets like India or Southeast Asia.</p> <p>Competition from Local Brands: In regions like Asia and Latin America, local wax brands may offer lower prices and cater more specifically to regional preferences.</p>
<p>Expanding Retail Channels: Cirepil Blue Wax can explore more retail opportunities, especially in markets with growing demand for high-quality home-use beauty products.</p> <p>Growth in At-Home Beauty: As more consumers prefer at-home beauty treatments, the demand for professional-grade waxing products like Cirepil Blue is expected to increase.</p> <p>Sustainability Trends: The beauty industry's increasing shift toward eco-friendly, cruelty-free, and organic products could provide Cirepil an opportunity to further align with these values and expand its appeal.</p>	<p>Intense Competition: Cirepil Blue competes with well-established brands like Lycon and Satin Smooth, both of which also target the professional waxing market with similar premium products.</p> <p>Price Sensitivity in Emerging Markets: As Cirepil Blue moves into markets with less purchasing power, it may face challenges from local, lower-priced competitors offering more affordable alternatives.</p> <p>Economic Uncertainty: Changes in global economic conditions may impact the discretionary spending of salons and individual customers, which could affect sales.</p>

Gigi All Purpose Golden Honee	
<p>Versatility: Gigi All Purpose Golden Honee Hard Wax Beads are suitable for all skin types and can be used on both face and body, making it a versatile product for salons offering a wide range of services.</p> <p>Ease of Use: The wax has a smooth, easy-to-apply consistency that is popular with both professionals and at-home users. Its ability to adhere well to hair, without needing strips, makes it efficient and user-friendly.</p> <p>Affordable Pricing: Compared to premium wax brands like Cirepil Blue, Gigi All Purpose is generally priced lower, offering a more affordable option for budget-conscious professionals and individual users.</p> <p>Trusted Brand: Gigi is a well-established name in the waxing industry, trusted by professionals for decades, which adds to its credibility and brand loyalty.</p>	<p>Lower-Quality Perception: Some professionals may view Gigi products as more "budget-friendly," which could affect the brand's perceived quality compared to higher-end products like Cirepil Blue.</p> <p>Scented Formula: The inclusion of fragrance in the Golden Honee wax can be a drawback for clients with sensitive skin or those who prefer fragrance-free options.</p> <p>Harder to Remove on Coarse Hair: While it works well on most hair types, Gigi's wax may be less effective on very coarse or resistant hair, compared to premium waxes designed for those conditions.</p>
<p>Premium Competitors: Higher-end brands like Cirepil and Lycon could outshine Gigi in professional environments, especially where salons prioritize top-tier quality and performance.</p> <p>Price Sensitivity: While Gigi's affordable pricing is an advantage, price-sensitive consumers may still opt for lower-quality local brands in markets with even more affordable options.</p> <p>Economic Instability: In regions with economic challenges, the beauty industry could see a dip in spending, impacting all product categories, including Gigi's, especially among salon professionals facing tighter budgets.</p>	<p>Rising Demand for At-Home Waxing: With the increasing trend of DIY beauty treatments, especially at-home waxing, Gigi's more affordable pricing and accessibility could tap into this growing market.</p> <p>Expanding into New Markets: Gigi could expand its presence in emerging markets like India, where beauty treatments are increasingly popular, and demand for accessible home-use products is rising.</p> <p>Eco-Friendly Innovations: As consumers demand more sustainable and eco-conscious products, Gigi could enhance its offerings with biodegradable or eco-friendly packaging to appeal to these values.</p>



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SWOT Analysis - Product

CandyWax Beans	
<p>Affordable Pricing: Candy Wax Beans cater to the price-sensitive market, making them accessible to a wider range of consumers, including individual users and smaller salons in Pakistan .</p> <p>Availability: With its distribution across Pakistan, Candy Wax Beans are easily accessible to customers both in urban and rural areas, ensuring strong availability .</p> <p>Popular Among Local Consumers: The product is well-known in Pakistan for its value for money and has become a go-to choice for individuals and businesses looking for cost-effective wax .</p> <p>Ease of Use: The wax beads offer a user-friendly experience, with easy melting and application for both salon professionals and at-home users, which makes it appealing to a wide demographic .</p>	<p>Perceived Lower Quality: Although affordable, Candy Wax Beans may be viewed as lower-quality compared to premium brands like Cirepil or Lycon, especially among professional salons that prioritize top-tier results.</p> <p>Limited Variety: The product line may be more limited compared to international brands, which offer a wider range of wax types tailored to different skin types and waxing needs .</p> <p>Lack of International Recognition: As a local brand in Pakistan, Candy Wax Beans may not have significant international recognition or appeal, especially in markets like India or beyond.</p>
<p>Growing Beauty Industry in Pakistan: With the increasing interest in personal grooming and at-home beauty treatments, Candy Wax Beans can tap into the expanding beauty sector, particularly in more budget-conscious segments .</p> <p>Expansion into New Markets: The product has potential for expansion into neighboring markets such as India, Bangladesh, and the Middle East, where price-sensitive consumers are looking for affordable, quality waxing solutions.</p> <p>Eco-Friendly Trends: The increasing demand for eco-conscious products can be leveraged by adopting more sustainable packaging or creating environmentally friendly formulas.</p>	<p>Intense Competition: Cirepil Blue competes with well-established brands like Lycon and Satin Smooth, both of which also target the professional waxing market with similar premium products</p> <p>Price Sensitivity in Emerging Markets: As Cirepil Blue moves into markets with less purchasing power, it may face challenges from local, lower-priced competitors offering more affordable alternatives</p> <p>Economic Uncertainty: Changes in global economic conditions may impact the discretionary spending of salons and individual customers, which could affect sales</p>
Rica Wax	
<p>Premium Quality: Rica Wax is known for its high-quality formulations that provide smooth, long-lasting results. The brand offers a gentle wax suitable for sensitive skin, which is a strong selling point in the beauty industry.</p> <p>Eco-Friendly: Rica Wax has established itself as an eco-conscious brand by offering vegan and cruelty-free products. This aligns with the growing demand for ethical and sustainable beauty options .</p> <p>Wide Range of Products: Rica provides a variety of wax formulations, such as their chocolate wax and honey wax, that cater to different skin types and needs. This versatility appeals to both professionals and at-home users .</p> <p>Established Reputation: The brand is well-regarded in the professional beauty community for its effective performance and skin-friendly properties, which helps it build trust among salons and beauty experts.</p>	<p>Price Point: Rica Wax is positioned as a premium brand, which may limit its appeal to price-sensitive consumers. While it's considered a top-quality product, its higher price can be a deterrent for budget-conscious users .</p> <p>Availability in Emerging Markets: While Rica is popular in many countries, its availability may not be widespread in emerging markets such as India and Pakistan, limiting its growth potential in those regions.</p> <p>Limited Product Awareness: Despite being a well-known brand in certain regions, Rica may still have limited recognition compared to global giants like Gigi or Cirepil, especially in regions where it's not yet widely distributed .</p>
<p>Intense Competition: Rica faces strong competition from established global brands like Gigi, Cirepil, and Lycon, which have larger market shares and stronger brand recognition. This competition can make it challenging for Rica to stand out in the premium segment.</p> <p>Price Sensitivity: In price-sensitive markets, consumers may opt for lower-cost alternatives, even if those products do not meet the same quality standards as Rica. This could limit Rica's growth in budget-conscious segments.</p> <p>Economic Downturns: Economic instability or downturns in various markets could negatively impact consumer spending on luxury beauty products, including premium waxing products like Rica.</p>	<p>Expanding in Emerging Markets: Rica has an opportunity to expand its reach in countries like India and Pakistan, where there is a growing demand for beauty services and at-home waxing products. Its high-quality products could appeal to professionals and salons looking for a premium offering.</p> <p>Growing Demand for At-Home Beauty: The increase in DIY beauty treatments, especially during and after the COVID-19 pandemic, presents an opportunity for Rica to capture more of the home-use wax market .</p> <p>Product Diversification: Rica could further diversify its offerings by introducing new wax types or related beauty products (e.g., after-care products, tools) to cater to a broader range of customer needs .</p>

SWOT Analysis - Product

CandyWax Beans	
<p>Affordable Pricing: Candy Wax Beans cater to the price-sensitive market, making them accessible to a wider range of consumers, including individual users and smaller salons in Pakistan.</p> <p>Availability: With its distribution across Pakistan, Candy Wax Beans are easily accessible to customers both in urban and rural areas, ensuring strong availability.</p> <p>Popular Among Local Consumers: The product is well-known in Pakistan for its value for money and has become a go-to choice for individuals and businesses looking for cost-effective wax.</p> <p>Ease of Use: The wax beads offer a user-friendly experience, with easy melting and application for both salon professionals and at-home users, which makes it appealing to a wide demographic.</p>	<p>Perceived Lower Quality: Although affordable, Candy Wax Beans may be viewed as lower-quality compared to premium brands like Cirepil or Lycon, especially among professional salons that prioritize top-tier results.</p> <p>Limited Variety: The product line may be more limited compared to international brands, which offer a wider range of wax types tailored to different skin types and waxing needs.</p> <p>Lack of International Recognition: As a local brand in Pakistan, Candy Wax Beans may not have significant international recognition or appeal, especially in markets like India or beyond.</p>
<p>Growing Beauty Industry in Pakistan: With the increasing interest in personal grooming and at-home beauty treatments, Candy Wax Beans can tap into the expanding beauty sector, particularly in more budget-conscious segments.</p> <p>Expansion into New Markets: The product has potential for expansion into neighboring markets such as India, Bangladesh, and the Middle East, where price-sensitive consumers are looking for affordable, quality waxing solutions.</p> <p>Eco-Friendly Trends: The increasing demand for eco-conscious products can be leveraged by adopting more sustainable packaging or creating environmentally friendly formulas.</p>	<p>Intense Competition: Cirepil Blue competes with well-established brands like Lycon and Satin Smooth, both of which also target the professional waxing market with similar premium products.</p> <p>Price Sensitivity in Emerging Markets: As Cirepil Blue moves into markets with less purchasing power, it may face challenges from local, lower-priced competitors offering more affordable alternatives.</p> <p>Economic Uncertainty: Changes in global economic conditions may impact the discretionary spending of salons and individual customers, which could affect sales.</p>
Rica Wax	
<p>Premium Quality: Rica Wax is known for its high-quality formulations that provide smooth, long-lasting results. The brand offers a gentle wax suitable for sensitive skin, which is a strong selling point in the beauty industry.</p> <p>Eco-Friendly: Rica Wax has established itself as an eco-conscious brand by offering vegan and cruelty-free products. This aligns with the growing demand for ethical and sustainable beauty options.</p> <p>Wide Range of Products: Rica provides a variety of wax formulations, such as their chocolate wax and honey wax, that cater to different skin types and needs. This versatility appeals to both professionals and at-home users.</p> <p>Established Reputation: The brand is well-regarded in the professional beauty community for its effective performance and skin-friendly properties, which helps it build trust among salons and beauty experts.</p>	<p>Price Point: Rica Wax is positioned as a premium brand, which may limit its appeal to price-sensitive consumers. While it's considered a top-quality product, its higher price can be a deterrent for budget-conscious users.</p> <p>Availability in Emerging Markets: While Rica is popular in many countries, its availability may not be widespread in emerging markets such as India and Pakistan, limiting its growth potential in those regions.</p> <p>Limited Product Awareness: Despite being a well-known brand in certain regions, Rica may still have limited recognition compared to global giants like Gigi or Cirepil, especially in regions where it's not yet widely distributed.</p>
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SWOT Analysis - Product

Halawa Wax	
<p>Traditional Appeal: Halawa Wax, often known as sugaring wax, has been used for centuries, giving it a cultural appeal in many Middle Eastern and South Asian markets, where consumers prefer traditional and natural beauty treatments. This gives it an edge in markets with a preference for organic or natural beauty solutions.</p> <p>Gentle on Skin: Halawa Wax is known for its gentle and soothing properties. Made from natural ingredients like sugar, lemon juice, and water, it is less likely to irritate the skin, making it ideal for sensitive skin types. This natural formulation also appeals to those seeking vegan and cruelty-free options.</p> <p>Cost-Effective: Typically, Halawa Wax is affordable and accessible, making it appealing to a wide demographic, especially in regions where cost-effectiveness is an important factor in beauty product purchasing decisions.</p>	<p>Labor-Intensive: One of the challenges with Halawa Wax is that it often requires a bit more preparation than conventional wax products. The process of heating the sugar mixture to the right consistency and applying it at the right temperature can be cumbersome, especially for first-time users.</p> <p>Limited Range of Products: While Halawa Wax is highly effective, the range of products and formats (e.g., beads, pre-made strips, or machines) may be more limited compared to brands like Cirepil, Lycon, or Gigi, which offer specialized formulas for different skin types and body areas.</p> <p>Messy Application: The sticky consistency of Halawa Wax can sometimes be difficult to apply neatly, leading to a messy waxing process, especially for beginners. This might turn off consumers who are used to more convenient and easy-to-apply waxes.</p>
<p>Competition from Modern Waxing Brands: Major international waxing brands such as Gigi, Lycon, and Cirepil offer more advanced formulas and packaging options, making them more convenient for both professionals and at-home users. These modern options may overshadow Halawa Wax, especially in markets where consumers prioritize convenience and speed.</p> <p>Market Perception: Although Halawa Wax is known for being natural and gentle, its traditional image may be viewed as outdated compared to newer, high-tech waxing solutions. Consumers in the professional beauty space might view Halawa Wax as less efficient compared to machine-based waxes or ready-to-use wax beads.</p> <p>Education and Awareness: Due to the less standardized nature of Halawa Wax, there may be a lack of awareness or proper education about how to use it correctly.</p>	<p>Growing Demand for Natural Products: With the rise in popularity of natural and organic beauty products, Halawa Wax has an opportunity to capitalize on this trend, especially in markets where eco-conscious consumers are demanding natural, cruelty-free, and sustainable beauty solutions.</p> <p>Expansion into Global Markets: As more consumers globally are becoming interested in DIY waxing at home, there is an opportunity for Halawa Wax to expand its reach in markets like the US, Europe, and Latin America, where the demand for at-home beauty solutions is increasing.</p> <p>Cultural Appeal: Given the strong cultural ties in the Middle East, South Asia, and parts of North Africa, Halawa Wax can market itself as a traditional, time-tested beauty solution with a strong historical legacy, appealing to customers who value authenticity and heritage in their beauty routines.</p>
Charmonic	
<p>Affordable Option: Hair Wax Beans by Charmonic are typically more affordable compared to premium waxing brands. This makes them accessible to both professional salons and individual users.</p> <p>Range of Varieties: They often offer a variety of options tailored to different skin sensitivities and areas of the body, such as formulas specifically designed for sensitive skin or areas like the face and bikini line.</p> <p>Ease of Use: Hair Wax Beans are easy to melt and apply, making them convenient for at-home or professional use. This ease of application appeals to users who prefer DIY waxing or salon professionals looking for quick, effective products.</p> <p>Natural Ingredients: Many Charmonic wax products use natural ingredients, such as resins and botanical extracts, which can appeal to customers interested in natural or organic beauty solutions.</p>	<p>Lower Quality Perception: Due to being more affordable, there might be a perception that the quality of Charmonic's Hair Wax Beans is lower compared to premium brands like Cirepil or Lycon. This could deter high-end salons and professional users.</p> <p>Limited Range of Uses: While they offer multiple options, the product range might still not meet the more specialized needs of salons that prioritize specific formulas for different areas or sensitive skin types.</p> <p>Limited Marketing and Branding: Charmonic's Hair Wax Beans may lack strong branding and marketing efforts, making it harder to compete against well-known waxing brands that invest heavily in consumer education and professional marketing.</p>
<p>Competition from Established Brands: Premium waxing brands dominate the market, which could make it difficult for Charmonic to compete on factors like product quality, range, and marketing.</p> <p>Price Sensitivity of Customers: If price remains a major factor for consumers, premium brands might be preferred despite Charmonic's affordability, which could limit its market share.</p> <p>Quality Concerns: Variations in product quality or performance might discourage salons or consumers from repurchasing, especially if they require reliable, consistent results.</p>	<p>Growth in At-Home Beauty Treatments: The increasing popularity of at-home beauty treatments due to the convenience and cost-effectiveness could help Charmonic expand its market share, especially among budget-conscious consumers.</p> <p>Natural and Vegan Product Appeal: With the rise in consumer preference for natural, cruelty-free, and vegan beauty products, Charmonic could leverage this trend to promote its product range, focusing on natural ingredients and ethical production methods.</p> <p>Expansion into Emerging Markets: Emerging markets could offer growth opportunities, particularly if Charmonic targets a consumer base looking for more affordable beauty solutions. Partnerships with Salons: By building partnerships with beauty salons and professionals, Charmonic could strengthen its market presence and establish credibility in the professional market.</p>



SWOT Analysis - Product

Bella Verde	
<p>Natural Ingredients: Bella Verde is marketed as a natural and eco-friendly beauty brand. The use of natural ingredients like essential oils and plant-based extracts can attract the growing base of customers seeking sustainability and ethical beauty solutions.</p> <p>Gentle on Skin: Bella Verde wax is often positioned as being gentle on the skin, which can be an important selling point for consumers with sensitive skin or those seeking a less painful waxing experience.</p> <p>Premium Positioning: The brand is positioned as a high-quality product, which allows it to command premium pricing. This appeals to higher-end beauty salons and professional estheticians who are looking for top-tier products that enhance their service offering.</p> <p>Effective Results: Bella Verde is known for delivering smooth, long-lasting results, which is a key factor for salons and individuals who prioritize quality and efficacy in their beauty treatments.</p>	<p>Higher Price Point: Bella Verde's premium pricing could limit its market reach, especially among budget-conscious consumers who are looking for more affordable alternatives.</p> <p>Limited Market Reach: The brand's focus on natural and organic products may restrict it to niche markets, leaving it with a smaller audience compared to more mass-market wax brands. It may also struggle to appeal to regions or demographics that are less focused on organic beauty trends.</p> <p>Availability and Distribution: Limited availability in certain regions and online platforms may hinder its growth. Bella Verde may need to expand its distribution channels to compete with more accessible and widespread brands.</p> <p>Brand Recognition: While Bella Verde may have established a reputation among its target audience, it might still lack the widespread brand recognition of industry leaders like Cirepil or Lycon. This could impact its competitive standing in larger, more saturated markets.</p>
<p>Competition from Established Brands: Bella Verde faces significant competition from well-established waxing brands like Cirepil, Perron Rigot, and Lycon, which dominate the professional and retail markets. These brands often have larger marketing budgets and stronger brand loyalty.</p> <p>Price Sensitivity: While consumers are increasingly seeking natural products, many still prioritize price and may opt for cheaper alternatives, especially in price-sensitive markets. This could limit Bella Verde's market share among budget-conscious buyers.</p> <p>Market Saturation: The waxing market is crowded with a range of products that claim similar benefits, which could make it harder for Bella Verde to stand out without significant marketing differentiation. The influx of new brands and DIY waxing kits could pose a challenge.</p> <p>Supply Chain Risks: Given Bella Verde's focus on natural ingredients, it may be vulnerable to fluctuations in the availability and cost of raw materials. This could affect product pricing and availability, especially if the supply chain is disrupted.</p>	<p>Growing Demand for Natural Beauty Products: The global demand for organic and natural beauty products is rising, with consumers becoming more conscious of the ingredients in their skincare and beauty products. Bella Verde can capitalize on this trend by expanding its offerings and marketing its natural, cruelty-free formulas.</p> <p>Expanding Online Presence: With the increasing trend of online shopping and digital marketing, Bella Verde can strengthen its online presence to reach a wider, global audience. This could be done by building a more robust e-commerce platform, collaborating with beauty influencers, or running targeted digital campaigns.</p> <p>International Expansion: Bella Verde has an opportunity to expand into international markets, particularly in regions where natural beauty products are highly valued. Markets in Europe, North America, and parts of Southeast Asia show growing demand for premium waxing products made with natural ingredients.</p>
Slick	
<p>Affordable Price Point: Slick Wax is known for its budget-friendly pricing, which makes it highly accessible for both professional salons and DIY users at home.</p> <p>Ease of Use: Salon Perfect's Slick Wax is designed to be easy to use, making it an excellent option for both beginners and experienced estheticians. This user-friendly aspect can be a key selling point for people looking for simplicity and efficiency in their beauty routines.</p> <p>Wide Accessibility: Salon Perfect products, including Slick Wax, are widely available in retail stores, beauty supply shops, and online platforms.</p> <p>Effective Results: Despite its affordability, Slick Wax is designed to provide smooth results similar to more premium products. Its ability to provide reliable outcomes for customers can create customer loyalty and positive word-of-mouth recommendations.</p>	<p>Perceived Lower Quality: Due to its lower price point, some customers may perceive Slick Wax as being lower in quality compared to more premium brands like Cirepil or Lycon. This perception could affect its attractiveness to high-end salons and professional users.</p> <p>Limited Range of Products: Salon Perfect's Slick Wax may not offer the variety of wax formulations (e.g., hard wax, soft wax, different scent options) that other competitors provide. This limits its versatility for customers with different preferences or skin types.</p> <p>Brand Recognition: While Salon Perfect is a well-known brand within the beauty industry, it is more commonly associated with nails and general beauty supplies, which may not immediately appeal to waxing professionals or those looking for a specialized waxing brand.</p>
<p>Market Saturation: The waxing market is highly competitive, with a wide range of brands offering similar products at various price points. As a result, it may be challenging for Salon Perfect to differentiate Slick Wax from other low-cost or premium offerings in a crowded market.</p> <p>Price Sensitivity: While Slick Wax's affordability is a strength, price sensitivity may also be a double-edged sword. The constant pressure to maintain low prices while ensuring profitability may limit the ability to expand product offerings or improve product quality.</p> <p>Changing Consumer Preferences: As consumer preferences shift towards more natural, eco-friendly, and cruelty-free beauty products, Slick Wax may need to innovate in these areas to stay relevant in a market that is increasingly focused on sustainability.</p>	<p>Growing DIY Beauty Trend: The increasing trend of at-home beauty treatments, particularly among millennials and Gen Z consumers, provides a significant opportunity for Salon Perfect to expand its customer base. The affordability and ease of use of Slick Wax position it well to capitalize on this market.</p> <p>Expanding Online Sales: With the rise of e-commerce, expanding its online presence could help Salon Perfect reach a global audience. Offering tutorials, reviews, and user-generated content could encourage more online sales and build a loyal customer base.</p> <p>New Product Variations: Salon Perfect could develop new formulations of Slick Wax tailored to specific needs (e.g., sensitive skin, eco-friendly options, or hypoallergenic waxes) to differentiate itself in a crowded market. These innovations could attract a broader customer base.</p>



SWOT Analysis - Product

Bella Verde	
<p>Natural Ingredients: Bella Verde is marketed as a natural and eco-friendly beauty brand. The use of natural ingredients like essential oils and plant-based extracts can attract the growing base of customers seeking sustainability and ethical beauty solutions.</p> <p>Gentle on Skin: Bella Verde wax is often positioned as being gentle on the skin, which can be an important selling point for consumers with sensitive skin or those seeking a less painful waxing experience.</p> <p>Premium Positioning: The brand is positioned as a high-quality product, which allows it to command premium pricing. This appeals to higher-end beauty salons and professional estheticians who are looking for top-tier products that enhance their service offering.</p> <p>Effective Results: Bella Verde is known for delivering smooth, long-lasting results, which is a key factor for salons and individuals who prioritize quality and efficacy in their beauty treatments.</p>	<p>Higher Price Point: Bella Verde's premium pricing could limit its market reach, especially among budget-conscious consumers who are looking for more affordable alternatives.</p> <p>Limited Market Reach: The brand's focus on natural and organic products may restrict it to niche markets, leaving it with a smaller audience compared to more mass-market wax brands. It may also struggle to appeal to regions or demographics that are less focused on organic beauty trends.</p> <p>Availability and Distribution: Limited availability in certain regions and online platforms may hinder its growth. Bella Verde may need to expand its distribution channels to compete with more accessible and widespread brands.</p> <p>Brand Recognition: While Bella Verde may have established a reputation among its target audience, it might still lack the widespread brand recognition of industry leaders like Cirepil or Lycon. This could impact its competitive standing in larger, more saturated markets.</p>
<p>Competition from Established Brands: Bella Verde faces significant competition from well-established waxing brands like Cirepil, Perron Rigot, and Lycon, which dominate the professional and retail markets. These brands often have larger marketing budgets and stronger brand loyalty.</p> <p>Price Sensitivity: While consumers are increasingly seeking natural products, many still prioritize price and may opt for cheaper alternatives, especially in price-sensitive markets. This could limit Bella Verde's market share among budget-conscious buyers.</p> <p>Market Saturation: The waxing market is crowded with a range of products that claim similar benefits, which could make it harder for Bella Verde to stand out without significant marketing differentiation. The influx of new brands and DIY waxing kits could pose a challenge.</p> <p>Supply Chain Risks: Given Bella Verde's focus on natural ingredients, it may be vulnerable to fluctuations in the availability and cost of raw materials. This could affect product pricing and availability, especially if the supply chain is disrupted.</p>	<p>Growing Demand for Natural Beauty Products: The global demand for organic and natural beauty products is rising, with consumers becoming more conscious of the ingredients in their skincare and beauty products. Bella Verde can capitalize on this trend by expanding its offerings and marketing its natural, cruelty-free formulas.</p> <p>Expanding Online Presence: With the increasing trend of online shopping and digital marketing, Bella Verde can strengthen its online presence to reach a wider, global audience. This could be done by building a more robust e-commerce platform, collaborating with beauty influencers, or running targeted digital campaigns.</p> <p>International Expansion: Bella Verde has an opportunity to expand into international markets, particularly in regions where natural beauty products are highly valued. Markets in Europe, North America, and parts of Southeast Asia show growing demand for premium waxing products made with natural ingredients.</p>
Slick	
<p>Affordable Price Point: Slick Wax is known for its budget-friendly pricing, which makes it highly accessible for both professional salons and DIY users at home.</p> <p>Ease of Use: Salon Perfect's Slick Wax is designed to be easy to use, making it an excellent option for both beginners and experienced estheticians. This user-friendly aspect can be a key selling point for people looking for simplicity and efficiency in their beauty routines.</p> <p>Wide Accessibility: Salon Perfect products, including Slick Wax, are widely available in retail stores, beauty supply shops, and online platforms.</p> <p>Effective Results: Despite its affordability, Slick Wax is designed to provide smooth results similar to more premium products. Its ability to provide reliable outcomes for customers can create customer loyalty and positive word-of-mouth recommendations.</p>	<p>Perceived Lower Quality: Due to its lower price point, some customers may perceive Slick Wax as being lower in quality compared to more premium brands like Cirepil or Lycon. This perception could affect its attractiveness to high-end salons and professional users.</p> <p>Limited Range of Products: Salon Perfect's Slick Wax may not offer the variety of wax formulations (e.g., hard wax, soft wax, different scent options) that other competitors provide. This limits its versatility for customers with different preferences or skin types.</p> <p>Brand Recognition: While Salon Perfect is a well-known brand within the beauty industry, it is more commonly associated with nails and general beauty supplies, which may not immediately appeal to waxing professionals or those looking for a specialized waxing brand.</p>
<p>Market Saturation: The waxing market is highly competitive, with a wide range of brands offering similar products at various price points. As a result, it may be challenging for Salon Perfect to differentiate Slick Wax from other low-cost or premium offerings in a crowded market.</p> <p>Price Sensitivity: While Slick Wax's affordability is a strength, price sensitivity may also be a double-edged sword. The constant pressure to maintain low prices while ensuring profitability may limit the ability to expand product offerings or improve product quality.</p> <p>Changing Consumer Preferences: As consumer preferences shift towards more natural, eco-friendly, and cruelty-free beauty products, Slick Wax may need to innovate in these areas to stay relevant in a market that is increasingly focused on sustainability.</p>	<p>Growing DIY Beauty Trend: The increasing trend of at-home beauty treatments, particularly among millennials and Gen Z consumers, provides a significant opportunity for Salon Perfect to expand its customer base. The affordability and ease of use of Slick Wax position it well to capitalize on this market.</p> <p>Expanding Online Sales: With the rise of e-commerce, expanding its online presence could help Salon Perfect reach a global audience. Offering tutorials, reviews, and user-generated content could encourage more online sales and build a loyal customer base.</p> <p>New Product Variations: Salon Perfect could develop new formulations of Slick Wax tailored to specific needs (e.g., sensitive skin, eco-friendly options, or hypoallergenic waxes) to differentiate itself in a crowded market. These innovations could attract a broader customer base.</p>



SWOT Analysis - Product

Mermaid Wax	
<p>Affordable Price Point: Mermaid Wax products are priced competitively, with their 100g packs typically ranging from \$6 to \$16 USD, making them an affordable option for DIY users and small beauty salons.</p> <p>Variety of Options: The company offers a wide range of wax products, including both hard and soft waxes, catering to different skin types and customer needs. The inclusion of easy-to-use at-home waxing kits adds convenience. Simple and Clear Branding: Mermaid Wax has strong branding that appeals to DIY beauty enthusiasts, emphasizing ease of use and salon-quality results at home.</p>	<p>Brand Recognition: While growing, Mermaid Wax is not as established as premium brands like Lycon or Cirepil. This limits consumer confidence, especially in more professional or salon-focused markets.</p> <p>Inconsistent Product Availability: Some users report occasional issues with product availability and shipment delays, particularly when ordering from smaller retailers or international sources.</p> <p>Limited Premium Range: While affordable, the brand does not offer high-end or specialized options, such as eco-friendly or hypoallergenic formulations, which could limit its appeal in more niche markets.</p>
<p>Competition from Established Brands: Mermaid Wax competes with well-known wax brands like Cirepil, Lycon, and Veet, which have strong market presence, higher trust, and brand loyalty. This intense competition can make it difficult for Mermaid Wax to carve out its niche in both professional salons and retail stores.</p> <p>Economic Sensitivity: As a mid-price range product, Mermaid Wax could be affected by economic downturns where consumers may prioritize essential spending over beauty products. This could lead to a decline in sales, particularly for non-professional users.</p> <p>Quality Perception: While affordable, the relatively low price point might create a perception that the quality of Mermaid Wax is lower than more expensive premium brands, deterring customers who may associate high price with superior quality.</p>	<p>Expanding DIY Market: With an increasing number of consumers opting for at-home beauty treatments, Mermaid Wax has an opportunity to capture a larger share of the growing DIY beauty market. A focused marketing campaign highlighting the affordability and salon-quality results of their products could attract new customers.</p> <p>E-commerce Growth: There is significant potential for Mermaid Wax to increase its online presence. Targeting e-commerce platforms such as Amazon, eBay, and local beauty marketplaces would expand accessibility and convenience for consumers.</p> <p>Product Line Expansion: Mermaid Wax could diversify by offering premium or eco-friendly wax options, catering to more conscious consumers seeking sustainable beauty products. Additionally, expanding into wax-related accessories, such as post-waxing care kits, could increase product range appeal.</p>
Relax & Wax	
<p>Pain-Reducing Formula: Relax N Wax specializes in waxes that promise less pain during the waxing process. Their waxes are known for being smoother and requiring fewer applications, leading to a more comfortable experience.</p> <p>Versatility and Ease of Use: The company offers waxes that cater to both professional salons and at-home users, with easy-to-follow instructions and no strips needed, which provides convenience and accessibility.</p> <p>Established Brand Reputation: The company has built trust over time for producing high-quality products, especially in the professional salon industry.</p>	<p>Higher Price Point: Relax N Wax products tend to be on the more expensive side, which could limit its appeal to more budget-conscious consumers, especially in highly competitive markets.</p> <p>Limited Product Range: While the company excels in waxing products, its portfolio doesn't include many other beauty products, which could prevent it from diversifying and capturing more market segments.</p> <p>Less Global Exposure: Although the company has a strong presence in certain regions, it hasn't achieved the same international reach as competitors like Veet or Cirepil, which limits its growth opportunities in other markets.</p>
<p>Strong Competition: Relax N Wax faces competition from well-established brands in the waxing industry, including Lycon, Cirepil, and Veet, which already have significant brand recognition and loyalty.</p> <p>Price Sensitivity: With many cheaper alternatives available in the market, Relax N Wax might lose out to more affordable options, especially in price-sensitive markets or during economic downturns.</p> <p>Emerging DIY Beauty Brands: As the DIY beauty market grows, new and smaller brands offering similar pain-reducing or easy-to-use waxes could cut into Relax N Wax's market share.</p>	<p>Growth in DIY Beauty Trends: As more people move toward doing beauty treatments at home, Relax N Wax has an opportunity to capture this growing market by positioning itself as the go-to brand for easy-to-use, salon-quality waxes.</p> <p>Sustainability Movement: Offering eco-friendly or sustainable wax options could attract environmentally conscious consumers, especially in a market where sustainability is becoming more important.</p> <p>Expanding into International Markets: By increasing marketing and distribution efforts, Relax N Wax can expand into global markets, including Asia and Europe, which have high demand for beauty treatments.</p>



SWOT Analysis - Product

Bombshell Wax	
<p>High-Quality Ingredients: Bombshell Wax uses a beeswax blend, providing a more luxurious and effective waxing experience, reducing irritation and leaving skin smoother.</p> <p>Hypoallergenic Options: The brand offers products suited for sensitive skin, catering to clients with specific skincare needs.</p> <p>Eco-Conscious Brand: Known for sustainable, cruelty-free production practices and environmentally friendly packaging, appealing to a growing base of eco-conscious consumers.</p> <p>Diverse Product Range: They offer a variety of waxes, wax strips, and hard wax beads, appealing to both professionals and home users.</p> <p>Educational Focus: Provides resources and tips for professionals, creating trust and loyalty within the beauty industry.</p>	<p>Higher Price Point: While Bombshell Wax offers high-quality products, the price can be steep compared to mass-market options, potentially limiting access for budget-conscious consumers.</p> <p>Target Audience Focus: The primary target seems to be professionals and high-end salons, limiting accessibility for the general public and those seeking DIY waxing solutions.</p> <p>Limited International Availability: Despite its high-quality products, the brand's distribution may be limited, reducing its potential for global reach.</p>
<p>Competitive Market: Bombshell Wax faces significant competition from established brands such as Cirepil, Veet, and Lycon, which have large customer bases and extensive marketing power.</p> <p>Price Sensitivity: As price competition increases, Bombshell Wax's higher price point may struggle against cheaper alternatives, especially in more price-sensitive markets.</p> <p>Ingredient Costs: The use of beeswax and other premium ingredients can lead to higher production costs, making the brand more vulnerable to market fluctuations in raw material pricing.</p>	<p>Rising DIY Beauty Trend: The increasing popularity of at-home beauty treatments presents an opportunity for Bombshell Wax to expand into the consumer market, offering easy-to-use wax products and kits.</p> <p>International Expansion: With a growing demand for professional waxing products worldwide, Bombshell Wax has the opportunity to broaden its reach in both developed and emerging markets.</p> <p>Sustainability Trend: More consumers are seeking environmentally-friendly beauty products. Expanding its eco-friendly offerings could help Bombshell Wax attract more customers.</p>
Tress Wellness	
<p>Premium Quality and Italian Craftsmanship: Tress Wellness hard wax beads are made with high-quality materials, emphasizing comfort and efficiency in hair removal. The product is crafted in Italy, ensuring it meets high production standards.</p> <p>Gentle on Sensitive Skin: The wax is dermatologically tested, making it suitable for sensitive skin, which is a key advantage in the waxing industry where customer comfort is critical.</p> <p>Versatility: It works effectively on various hair types, from fine to coarse, and can be used on different parts of the body, including sensitive areas like the face and bikini line. Fast Melting Time: The wax beads melt quickly, reducing preparation time and enhancing the efficiency of the waxing process.</p> <p>Elasticity and Strength: The wax is known for its improved elasticity and strength, ensuring better grip on hairs and reducing discomfort during removal.</p>	<p>Availability and Distribution: While the brand's reputation for high quality is strong, the product's distribution might not be as extensive compared to more established brands in certain regions.</p> <p>Price Point: Although it is a cost-effective option compared to salon visits, it may be priced higher than other over-the-counter wax products, which could deter some budget-conscious consumers.</p> <p>Learning Curve for Beginners: While it's suitable for at-home use, beginners might require some practice to master the technique for optimal results, particularly if they are new to waxing.</p>
<p>Strong Competition: The at-home waxing market is highly competitive, with established players like Cirepil, Gigi, and other waxing brands already holding significant market share. New entrants like Tress Wellness must continuously innovate to maintain market relevance.</p> <p>Economic Downturns: During times of economic uncertainty, consumers may prioritize essential purchases over luxury or non-essential products like premium waxing kits, affecting sales.</p> <p>Shifting Consumer Preferences: With the growing emphasis on sustainable and organic beauty products, there may be a shift in consumer demand toward more eco-friendly or chemical-free waxing solutions, which could threaten Tress Wellness if it doesn't adapt accordingly.</p>	<p>Growth of the At-Home Beauty Industry: The trend of DIY beauty treatments continues to grow, particularly in the wake of the COVID-19 pandemic, which has led more consumers to seek at-home solutions. Tress Wellness can capitalize on this by expanding its marketing efforts to educate customers.</p> <p>Expanding Product Range: The company could consider expanding its product line to include different wax formulations or waxing accessories (e.g., waxing strips, post-wax lotions) to create a more comprehensive at-home waxing kit.</p> <p>International Expansion: With its high-quality, Italian-crafted products, Tress Wellness could explore international markets, capitalizing on the demand for premium beauty products in regions outside of its primary market.</p>



SWOT Analysis - Product

Berodin	
<p>Innovation and Patented Technology: Berodin Wax stands out due to its exclusive patented formulations, developed with advanced polymer technology. This innovation ensures the wax is both effective and gentle, offering a superior experience compared to traditional waxes.</p> <p>Gentle on Skin: Berodin waxes are applied at lower temperatures, reducing skin irritation and enhancing the waxing experience.</p> <p>Versatile Product Range: The brand offers a wide range of waxes, including both soft and hard wax variants, providing options for different skin types and preferences.</p> <p>Reputation and Experience: Berodin is established in the professional waxing industry and trusted by many salons and spas.</p>	<p>Premium Pricing: The products are positioned at a higher price point, which might deter budget-conscious consumers or smaller salons with tighter margins.</p> <p>Limited Consumer Availability: The focus is primarily on professional use, with limited availability for end consumers, which could limit brand visibility in broader markets.</p>
<p>Competitive Market: The wax market is highly competitive, with many brands offering similar products at lower prices, making it harder for Berodin to maintain a competitive edge.</p> <p>Economic Sensitivity: The professional salon industry can be impacted by economic downturns, which may reduce demand for premium waxing products.</p> <p>Increasing Preference for DIY Beauty: The growing trend of DIY beauty treatments could affect the demand for professional waxing products.</p>	<p>Expanding Consumer Market: With the rising trend of at-home beauty care, Berodin could capitalize on direct-to-consumer channels, expanding product offerings to home users.</p> <p>Educational Partnerships: Berodin already offers training and education in professional salons, which could be expanded to online platforms, reaching a broader audience interested in waxing techniques.</p> <p>Growing Beauty Industry: As more consumers prioritize personal grooming and self-care, especially in markets like North America and Europe, Berodin has opportunities to expand its market presence.</p>
Ajoura	
<p>Affordable Price Range: Ajoura offers hard wax beans at a competitive price (about \$10-\$20 for 1lb packs) compared to some higher-end brands, making it accessible for both at-home users and small salons.</p> <p>Multi-Purpose: The wax is marketed as suitable for various body parts, including facial, legs, and sensitive areas, which increases its versatility and appeal.</p> <p>Positive User Feedback: Ajoura wax has generally positive reviews, with customers appreciating its gentle formulation that works for all skin types, including sensitive skin.</p> <p>Hypoallergenic: The wax is dermatologist-tested and hypoallergenic, making it suitable for a wide range of users.</p>	<p>Limited Brand Recognition: Ajoura is a newer or less-known brand in the waxing industry, which may make it harder to gain trust compared to established brands.</p> <p>Inconsistent Availability: Some customers have reported issues with availability on certain e-commerce platforms, which may limit its reach.</p> <p>Wax Performance: While many users praise its ease of use, some note that it might not be as effective on very coarse hair compared to more premium waxes.</p>
<p>Strong Competition: The market is highly competitive with well-established brands like Gigi and Cirepil, which have loyal customer bases and more premium features.</p> <p>Price Sensitivity: While Ajoura's affordability is a strength, it also positions the product in the lower end of the market, which could be a drawback for customers seeking salon-quality results.</p> <p>Regulatory Changes: Like all personal care products, Ajoura's products could be impacted by changes in regulations, especially in regions with stricter cosmetic standards.</p>	<p>Growing Demand for At-Home Beauty Solutions: With the increasing trend of at-home waxing, Ajoura has the potential to tap into this growing market segment.</p> <p>Expanding Product Line: There's potential for the brand to diversify its product offerings, such as introducing different scents or specialized waxes for specific skin concerns (e.g., anti-inflammatory, soothing formulas).</p> <p>International Expansion: The brand could explore international markets, especially in regions where at-home waxing is popular and growing.</p>

SWOT Analysis - Product

KoluaWax	
<p>Ease of Use: KoluaWax products are designed for at-home use, offering simple instructions suitable for beginners. Their kits include all essentials like wax warmers, spatulas, and multiple wax formulas tailored to different body areas.</p> <p>Natural Ingredients: The wax beads are cruelty-free, vegan, and made with dermatologist-tested, environmentally friendly components.</p> <p>Versatile Formulas: With different options for sensitive areas, coarse hair, and general use, KoluaWax ensures flexibility for various skin types and hair removal needs.</p> <p>Positive Branding: The brand emphasizes affordability and effectiveness compared to salon visits, appealing to cost-conscious consumers seeking a professional-quality experience at home.</p>	<p>Limited Salon Appeal: While ideal for at-home use, the products may lack the robustness and efficiency that professional salons seek.</p> <p>Smaller Packaging: KoluaWax products are available in consumer-friendly sizes, which may not be ideal for high-frequency users or salons needing bulk options.</p>
<p>Intense Competition: Competing brands like Mermaid Wax and Tress Wellness offer similar products and have strong consumer bases.</p> <p>Market Saturation: The rise in at-home waxing kits may lead to oversaturation, requiring significant marketing to maintain differentiation.</p> <p>Economic Downturns: Recessions or reduced disposable income can impact the sales of non-essential beauty products.</p>	<p>Growing DIY Market: The rising trend of at-home beauty treatments provides an expanding market for KoluaWax.</p> <p>Global Expansion: Targeting international markets where salon treatments are expensive or inaccessible could broaden their consumer base.</p> <p>Innovative Offerings: Introducing more eco-friendly packaging or multi-use kits could enhance their appeal to sustainability-conscious customers.</p>

Bestidy	
<p>Versatility: Suitable for all body areas, including sensitive zones like the bikini line, underarms, and face. Works effectively on all skin types, including sensitive and oily.</p> <p>Ease of Use: The beads melt quickly and spread smoothly, providing a hassle-free waxing experience even for beginners.</p> <p>Long-lasting Results: Removes hair from the root, resulting in delayed regrowth and smooth skin for 2–3 weeks.</p> <p>Skin-Friendly Formula: Contains natural ingredients like beeswax and chamomile, which protect the skin and reduce irritation.</p> <p>Affordable: Priced competitively at \$13.99 for 2.82 pounds, making it cost-effective compared to professional waxing treatments.</p>	<p>Quick Hardening: Requires a fast application technique, which might be challenging for beginners.</p> <p>Residue Issues: May leave a slight residue after removal, requiring extra cleanup.</p> <p>Limited Brand Recognition: Bestidy is not as widely known as some premium wax brands, which could impact trust among potential users.</p>
<p>High Competition: Faces stiff competition from established brands like Gigi, KoluaWax, and Mermaid Wax, which offer similar products with strong brand loyalty.</p> <p>Consumer Expectations: Growing awareness and demand for premium, dermatologist-approved formulations may set higher benchmarks for quality.</p> <p>Economic Fluctuations: Changes in disposable income or economic downturns could affect sales of non-essential beauty products.</p>	<p>At-Home Waxing Trend: Increasing demand for DIY waxing products creates opportunities for market expansion.</p> <p>Global Reach: Expanding distribution and marketing efforts internationally could enhance brand visibility and sales.</p> <p>Innovative Variants: Developing specialized waxes for specific needs, such as hypoallergenic or eco-friendly formulas, could attract niche markets.</p>



SWOT Analysis - Product

Lifestance	
<p>High-Quality Product: Lifestance wax beads are made with premium ingredients like jasmine and Camellia extracts, ensuring effective and gentle hair removal suitable for sensitive skin.</p> <p>Versatility: These wax beads can be used on multiple body areas, including the bikini line, face, arms, and legs, making them suitable for a variety of customers.</p> <p>Affordability: With frequent discounts, the price often drops significantly, providing an affordable at-home alternative to salon waxing.</p> <p>User-Friendly: The products are designed for ease of use with low-melting formulations and clear instructions, making them accessible for beginners.</p> <p>Comprehensive Kits: Lifestance offers complete waxing kits with wax warmers, treatment oils, and applicators, enhancing the customer experience.</p>	<p>Limited Brand Recognition: Lifestance is not as well-known as some competitors in the global waxing market, which could impact trust among potential customers.</p> <p>Product Availability: While primarily sold online, limited physical retail presence might deter customers who prefer in-store purchases.</p> <p>Usage Restrictions: Not suitable for all types of hair removal (e.g., nose hair), which limits its functionality.</p>
<p>Intense Competition: Competing against established brands like Gigi, Cirepil, and KoluaWax requires significant marketing efforts and product differentiation.</p> <p>Customer Loyalty Challenges: Competing brands often have more established customer bases, making it harder to attract repeat buyers.</p> <p>Price Sensitivity: While discounts help, fluctuating prices might alienate customers seeking consistent affordability.</p>	<p>Market Expansion: Lifestance could expand its presence in physical stores and international markets to reach a broader audience.</p> <p>Educational Marketing: Tutorials and content showcasing proper usage could help attract first-time users and build customer loyalty.</p> <p>Eco-Friendly Innovation: Developing biodegradable wax beads or environmentally friendly packaging could appeal to eco-conscious consumers.</p>

Concluding Notes - Product

PAIN POINTS

The SWOT analysis of wax products highlights several recurring challenges manufacturers and brands face. Addressing these pain points is critical to improving customer satisfaction, differentiating from competitors, and ensuring long-term success.

- **Skin Sensitivity and Safety Concerns**
 - Many customers experience irritation, redness, or burns due to poorly formulated products or improper application. The lack of hypoallergenic or dermatologist-tested options makes it difficult for brands to build trust with consumers who prioritize skin safety.
- **Usability Issues**
 - Some wax products are difficult to use, especially for beginners. Problems such as uneven melting, difficulty spreading, or residue left on the skin deter customers and create a barrier for at-home users.
- **Price Sensitivity**
 - The market for wax products is highly price-sensitive, with consumers often hesitant to pay a premium unless the product's quality is exceptional or the brand is highly reputed. This limits profit margins for many brands.
- **Sustainability Concerns**
 - As eco-consciousness grows, brands that rely on excessive plastic packaging or non-biodegradable materials face criticism. Customers increasingly prefer sustainable and environmentally friendly options.
- **Competitive Market Saturation**
 - The wax products market is overcrowded with numerous brands offering similar products. This saturation makes it challenging for brands to stand out, especially for new entrants or smaller players.
- **Distribution Challenges**
 - Ensuring consistent availability of products, especially in global markets, is a significant pain point. Delays in delivery, lack of availability in physical stores, and high shipping costs discourage customers.
- **Lack of Product Differentiation**
 - Many wax products fail to communicate a unique selling point (USP) effectively, which makes it harder for brands to attract a loyal customer base. This is particularly evident in lower-tier markets where price becomes the only differentiator.
- **Perception of Quality**
 - Customers often associate low-cost products with inferior quality, which can discourage potential buyers, even if the product performs well. Similarly, premium brands may struggle to justify their higher prices without sufficient marketing or visible quality assurance.

Concluding Notes - Product

OPPORTUNITIES

The SWOT analysis reveals several opportunities for wax product manufacturers and brands to capitalize on, ensuring growth, differentiation, and increased market share. By leveraging these opportunities, brands can align with consumer expectations and industry trends, solidifying their positions in a competitive market.

- **Growing Demand for At-Home Waxing Solutions**
 - The global rise in DIY beauty trends presents a significant opportunity for brands to target customers seeking professional results at home. Offering user-friendly wax products with clear instructions and tutorial support can attract a wide consumer base.
- **Expansion into Emerging Markets**
 - Regions like South Asia, the Middle East, and parts of Africa show increasing interest in beauty and grooming products. Targeting these markets with localized marketing strategies and culturally aligned offerings can unlock new revenue streams.
- **Sustainability Initiatives**
 - Eco-friendly packaging and natural, cruelty-free formulations are becoming major selling points. Brands that invest in biodegradable packaging, sustainable sourcing, and vegan ingredients can appeal to the growing demographic of environmentally conscious consumers.
- **Technological Innovations**
 - Advancements in wax formulations—such as low-temperature melting wax, pain-reducing ingredients, or hypoallergenic options—allow brands to stand out. Incorporating these innovations into product lines can attract customers seeking enhanced comfort and convenience.
- **Targeting Niche Segments**
 - Developing products for specific demographics, such as men, teens, or those with sensitive skin, creates opportunities to cater to underserved niches. For instance, specialized waxes for men's facial hair or beginner-friendly products for teens learning self-care.
- **E-commerce Growth**
 - The shift toward online shopping offers a platform for brands to expand globally without significant physical infrastructure. Investing in strong digital marketing campaigns, engaging product visuals, and partnerships with e-commerce giants can boost visibility and sales.
- **Subscription Services**
 - Subscription models for wax products can build customer loyalty and ensure recurring revenue. Offering monthly or bi-monthly deliveries of wax kits with exclusive discounts can appeal to regular users who value convenience.
- **Collaborations with Salons and Beauty Influencers**
 - Partnering with professional salons or influencers to showcase product quality and results can enhance credibility. Collaborations with beauty professionals also offer opportunities for co-branded products and training programs.
- **Education and Training**
 - Creating educational content, such as tutorials, product guides, or online courses, helps build customer confidence. An informed customer is more likely to choose a brand that empowers them to use the product effectively.
- **Premium Positioning**
 - Consumers are willing to pay more for high-quality, luxurious waxing experiences. Positioning certain product lines as premium options with added benefits—like aromatherapy scents or skin-soothing ingredients—can attract customers seeking indulgence.

Feature Prioritisation

PRODUCT

Objective: Enhance product offerings, increase market appeal, and address consumer pain points while leveraging market opportunities.

1. High-Quality Ingredients and Skin Safety

- **Priority Level:** High
- **Rationale:** Consumers, especially those with sensitive skin, prioritize safe, non-irritating products. Ensuring the use of natural, hypoallergenic, and skin-nourishing ingredients will appeal to a broad audience and establish trust. This feature is particularly crucial in gaining a competitive edge in markets where product safety is a top concern.
- **Features to Focus On:**
 - Use of skin-friendly, natural ingredients (e.g., aloe vera, chamomile).
 - Free from harsh chemicals such as parabens, sulfates, and artificial fragrances.
 - Dermatologically tested and hypoallergenic formulations.

2. Ease of Use and Application

- **Priority Level:** High
- **Rationale:** Customers often struggle with complicated or messy wax applications. Simplifying the usage process through innovative product design and detailed instructions will make the product more appealing, especially for first-time users and DIY enthusiasts.
- **Features to Focus On:**
 - Pre-measured, easy-to-melt wax beads or strips.
 - Inclusion of beginner-friendly guides and video tutorials.
 - Minimal preparation and clean-up requirements.

3. Affordable Pricing and Value Packs

- **Priority Level:** Medium
- **Rationale:** Price-sensitive consumers are a significant market segment, particularly in emerging economies. Providing cost-effective options without compromising quality can broaden the customer base. Bulk packaging or value bundles can also attract professionals and frequent users.
- **Features to Focus On:**
 - Competitive pricing for single-use and bulk options.
 - Value packs with bundled waxing essentials (e.g., applicators, post-wax care).
 - Regular discounts or loyalty programs for repeat customers.

4. Versatility for Various Skin and Hair Types

- **Priority Level:** Medium
- **Rationale:** Offering products suitable for a variety of skin tones, types, and hair textures ensures inclusivity and wider market appeal. Developing waxes that work on coarse, fine, or stubborn hair while being gentle on all skin types can set the product apart from competitors.
- **Features to Focus On:**
 - Products that cater to sensitive, oily, and dry skin.
 - Formulations that effectively remove both fine and coarse hair.
 - Clear labelling to match specific customer needs.

5. Eco-Friendly and Sustainable Packaging

- **Priority Level:** Medium
- **Rationale:** Eco-conscious consumers are increasingly demanding sustainable product options. Using biodegradable or recyclable packaging and reducing waste in production processes can attract environmentally mindful buyers and improve the brand's image.
- **Features to Focus On:**
 - Biodegradable or recyclable packaging materials.
 - Reusable storage containers for wax beads.
 - Highlight eco-friendly practices in marketing materials.

Feature Prioritisation

PRODUCT

6. Broad Product Range and Customization

- **Priority Level:** Low
- **Rationale:** Offering a diverse range of wax products—such as hard wax beads, soft wax, and pre-made strips—can attract different segments of users, from professionals to at-home beginners. Customizable product options, like choosing scents or formulas, can further enhance customer satisfaction.
- **Features to Focus On:**
 - Varieties for different waxing techniques (e.g., Brazilian, facial, body waxing).
 - Optional scented or unscented wax options.
 - Seasonal or limited-edition product launches.

7. Packaging and Branding Appeal

- **Priority Level:** Medium
- **Rationale:** Aesthetically pleasing and functional packaging can enhance the product's appeal in both online and retail environments. Strong branding with clear product benefits can also improve trust and recognition in a competitive market.
- **Features to Focus On:**
 - Eye-catching and minimalist designs that communicate product benefits.
 - Clear instructions and features prominently displayed on packaging.
 - Branding that conveys reliability and premium quality.

8. Enhanced Post-Wax Care Products

- **Priority Level:** Low
- **Rationale:** Adding complementary products like soothing gels, oils, or ingrown hair treatments can increase value and convenience for customers. These items can be marketed as part of a complete waxing solution, encouraging higher spend per customer.
- **Features to Focus On:**
 - Post-wax care kits with skin-soothing properties.
 - Add-ons like exfoliating scrubs or ingrown hair serums.
 - Bundle options for an all-in-one waxing experience.



What's next?

Stage 3: Social Media Research

In the next stage, we'll thoroughly analyze your competitors across different markets, focusing specifically on their social media presence. We'll examine their strategies, design aesthetics, and marketing campaigns to identify what they're doing effectively—and, more importantly, uncover opportunities for you to stand out and do even better!



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