



STAGE FOUR  
MARKET/USER RESEARCH

# Research Analysis & Report

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# What's in here?

<b>Comprehensive Research Report</b>	An overview of all of our research findings to give you an idea of what to expect through this report.
<b>Actionable Roadmap</b>	We identify the primary target audiences for the products, the academy and published content.
<b>Market Positioning Strategy</b>	Then, we complete a SWOT analysis for all of the competitors for the Academy section.





# Market Overview

A market overview provides a snapshot of your industry, including key trends, competitors, and market dynamics. It helps you understand the current landscape, where your business fits in, and identifies opportunities for growth. By knowing what's happening around you, you can make informed decisions and stay ahead of the competition.





# Market Overview

The global beauty industry has experienced significant growth over the past decade, driven by increasing consumer awareness, innovative product development, and the growing popularity of personal grooming. In 2023, the global beauty market was valued at approximately \$571 billion and is expected to grow at a compound annual growth rate (CAGR) of 4.3% through 2027. This growth is reflected in both product categories, such as skincare and beauty tools, and service sectors, including beauty education and training.

## GLOBAL BEAUTY PRODUCT TRENDS

- 1. Demand for Natural and Organic Products:** Consumers increasingly prefer natural, eco-friendly, and chemical-free beauty solutions. This trend aligns with Sakaaz’s emphasis on high-quality, safe beauty machinery and products.
- 2. DIY and Home Beauty Tools:** The COVID-19 pandemic accelerated the demand for home-use beauty tools like wax heaters and other DIY beauty products. Waxing kits, in particular, have become a staple for consumers seeking cost-effective alternatives to salon services.
- 3. Technological Integration:** Smart beauty devices and tools that incorporate AI and other advanced technologies are becoming mainstream. Sakaaz could leverage this trend to enhance its product offerings.
- 4. Sustainability and Ethical Practices:** Consumers are prioritizing brands with sustainable packaging and ethical practices, which creates opportunities for Sakaaz to position itself as a socially responsible company.

## BEAUTY EDUCATION MARKET

- 1. Increasing Demand for Professional Courses:** Globally, there is a rising demand for professional beauty courses as individuals seek careers in the beauty industry. Sakaaz Academy can tap into this trend by expanding its curriculum and offering flexible learning formats such as online and hybrid classes.
- 2. India and Pakistan Focus:** In South Asia, beauty training is particularly lucrative due to the increasing popularity of self-employment and entrepreneurship in the beauty sector. This is driven by the low capital requirements for starting beauty businesses and the high demand for skilled beauticians.
- 3. Content Consumption:** The market for beauty-related educational books and resources is expanding. Consumers value resources that offer practical, real-world applications, which aligns with Sakaaz’s focus on educational materials like its book.



# Market Overview

## REGIONAL TRENDS IN PAKISTAN AND INDIA

**Pakistan:**

- The beauty market in Pakistan is growing steadily, with consumers investing in both beauty services and at-home solutions. However, the market remains price-sensitive, making affordability a key factor for success.
- There is a significant gap in formal beauty training institutions, presenting an opportunity for Sakaaz Academy to establish itself as a leading education provider.

**India:**

- India's beauty market is one of the fastest-growing globally, projected to reach \$20 billion by 2025. Urbanization, rising disposable income, and a growing young population are driving this growth.
- The demand for premium beauty products and professional training is on the rise, with an increasing number of individuals pursuing careers in the beauty industry.

## OPPORTUNITIES FOR SAKAAZ

1. **Product Diversification:** Expanding the product portfolio to include organic or technologically advanced beauty tools could cater to evolving consumer demands.
2. **E-Learning Expansion:** Creating comprehensive online courses could help Sakaaz reach a wider audience, especially in regions with limited access to formal beauty education.
3. **Global Market Penetration:** With the right marketing and positioning, Sakaaz's products and services can appeal to international markets, particularly in emerging economies.
4. **Strategic Partnerships:** Collaborating with salons, beauty influencers, and professional associations could enhance brand visibility and credibility.

While the market offers numerous opportunities, Sakaaz must address challenges such as increasing competition, pricing pressures in price-sensitive regions, and the need for constant innovation to stay relevant in a rapidly changing industry.

# Market Analysis - Pakistan

## PAKISTAN

- **Market Growth:** In 2024, Pakistan's beauty and personal care market is projected to generate approximately US\$4.96 billion, with an expected annual growth rate of 2.20% from 2024 to 2029. ([Statista](#))
- **Natural and Organic Products:** There's a rising demand for **natural and organic beauty products**, as consumers become more health-conscious and seek products free from harmful chemicals. ([Euromonitor](#))
- **E-commerce Expansion:** The growth of online retailing is making beauty products more accessible, especially in urban areas, contributing to market expansion.
- **Skincare Focus:** In Pakistan, skincare, particularly for youthful and healthy skin, is a major market segment. Products **targeting acne, pigmentation, and other skin conditions** are in high demand. There is also **growing awareness of sun protection** with a rise in the popularity of sunscreens. ([Mintel](#))
- **Beauty Apps and Digital Influence:** Similar to India, Pakistani consumers are **increasingly turning to digital channels for beauty-related purchases and advice**. Social media influencers and beauty bloggers play a significant role in shaping consumer decisions, making digital marketing a key strategy for brands. ([Mintel](#))
- **Interest in DIY and Homemade Products:** In Pakistan, there's an increasing interest in **DIY beauty routines**, with many consumers seeking out **homemade skincare solutions** and **organic beauty recipes**. This trend aligns with the broader preference for natural and effective products. ([Mintel](#))

# Market Analysis - India

## INDIA

- **Market Expansion:** India's beauty industry is rapidly growing, with forecasts indicating the cosmetics sector will reach a value of \$100.3 billion in 2024, experiencing a CAGR of 2.4% from 2024 to 2028. ([CosmoProf](#))
- **Digital Transformation:** Brands are increasingly adopting digital platforms to reach a broader audience. For instance, Chanel launched an e-commerce platform in India to cater to clients beyond metro cities, reflecting the country's growing e-commerce market. ([Vogue Business](#))
- **Sustainability and Inclusivity:** There's a growing emphasis on sustainable practices and inclusive product ranges, with brands offering eco-friendly packaging and products catering to diverse skin tones and types.
- **Demand for Organic and Vegan Products:** There's a growing shift towards natural, organic, and vegan beauty products as consumers become more conscious of ingredient safety and sustainability. This trend is part of a broader global movement toward "clean beauty" and is especially evident in skincare and hair care products ([Mintel](#)) ([IMARC](#))
- **Ayurveda and Traditional Ingredients:** Ayurvedic formulations continue to gain traction in India. These products, which often tout healing properties derived from plants and herbs, have integrated modern scientific research, making them appealing to both traditional and younger, more wellness-conscious consumers ([Mintel](#))
- **Online Shopping Surge:** The pandemic accelerated the shift towards online shopping, and this trend is still strong. E-commerce platforms have become primary channels for purchasing beauty and personal care items, making it critical for brands to invest in digital marketing and online customer experiences ([IMARC](#))
- **Men's Grooming Market Growth:** The men's grooming market in India has witnessed significant growth, with products such as skincare, shaving, and hair care designed specifically for men becoming increasingly popular ([IMARC](#))

# Market Analysis - Global

## GLOBAL MARKET

- The global market for home-use beauty devices, including tools like wax warmers, has seen significant growth in recent years and is projected to continue expanding. The market size is expected to grow from \$16.11 billion in 2023 to \$20.78 billion in 2024, with a compound annual growth rate (CAGR) of 29.0%. By 2028, the market is projected to reach \$57.73 billion ([MarkWide Research](#)) ([The Business Research Company](#))
- This growth is being driven by several factors, including **increased consumer interest in personal wellness**, the **rising prevalence of skin problems**, and the **influence of marketing and media**. Consumers are increasingly seeking at-home beauty solutions that are safe, effective, and cost-efficient. Tools such as hair removal devices, facial cleansing systems, and anti-aging gadgets are becoming more accessible, especially through e-commerce platforms. ([MarkWide Research](#))
- Technological advancements are also playing a role, particularly with the introduction of devices that utilize intense pulsed light (IPL) technology for pain-free hair removal and skin rejuvenation. ([The Business Research Company](#))
- As more people become aware of the benefits of at-home beauty devices, including their ease of use and effectiveness, demand is expected to keep rising.
- Additionally, emerging markets, male grooming, and the shift toward **eco-friendly and customizable products are also contributing to the growth**. Companies in the market are focusing on innovation, customer personalization, and leveraging smart technologies to stay competitive. ([MarkWide Research](#)) ([The Business Research Company](#))
- **North America (USA and Canada):** North America holds a significant share of the home-use beauty tools market, especially for hair removal products like waxing devices. The high disposable income, growing interest in personal grooming, and awareness of **advanced skincare solutions** contribute to the market's expansion. Additionally, the increasing popularity of at-home beauty treatments due to convenience and cost-effectiveness fuels growth. The region is also seeing rising demand for waxing and light-based hair removal devices, as consumers are increasingly looking for **non-invasive, long-term alternatives to shaving**. ([P&S Intelligence](#))
- **Asia-Pacific (India, China, Japan, South Korea):** The Asia-Pacific region is the fastest-growing market for home-use beauty devices, with a remarkable CAGR projected for the coming years. Countries like India and China are leading this growth due to the increasing middle-class population, rising disposable income, and **growing awareness of beauty and personal care products**. In India, DIY beauty treatments, including hair removal, are gaining popularity, with consumers seeking effective yet affordable solutions. The demand is further bolstered by the region's cultural focus on personal grooming and skin care. ([P&S Intelligence](#)) ([The Business Research Company](#))
- **Europe (Germany, UK, France):** Europe, particularly in countries like Germany, the UK, and France, has seen steady growth in the home-use beauty tools market. The increasing interest in at-home beauty treatments and a **rising preference for sustainable and eco-friendly beauty products** are key drivers. The European market has a robust demand for **high-quality and innovative products**, including waxing tools, as many consumers prefer **salon-quality results at home**. Furthermore, trends such as the growing popularity of **organic and natural beauty products** have influenced product offerings in these regions. ([P&S Intelligence](#))
- **Middle East and Africa:** The Middle East and North Africa (MENA) region has been increasingly receptive to home-use beauty tools, especially due to cultural factors where **beauty treatments are an essential part of personal care**. The demand for hair removal devices like wax strips and waxing kits is growing as consumers seek more affordable and convenient alternatives to salon treatments. In these regions, the rise of e-commerce platforms is also making these products more accessible. ([The Business Research Company](#))





# Target Analysis

Target audience analysis helps us understand who your ideal customers are and what they need. It looks at factors like their age, interests, buying behavior, and pain points. This analysis allows us to tailor your products and marketing to attract and engage the right people. By identifying the specific group that will benefit most from your services, you can build stronger connections and grow your business more effectively.



# Identifying Target Audiences

## ACADEMY

### Aspiring Beauticians

- **Demographics:**
  - Age: 18–35 years.
  - Gender: Predominantly female.
  - Location: Pakistan and India, expanding to tier-2 cities with fewer professional training options.
  - Income: Low-to-middle income, willing to invest in career-enhancing courses.
- **Psychographics:**
  - Motivations:
    - Desire to gain certifications that open doors to salon jobs or self-employment.
    - Preference for hands-on training in beauty techniques.
  - Challenges:
    - Concerns about affordability and accessibility of classes.
    - Need for reassurance that the certification is credible and valuable.

## PUBLISHING

### Aspiring Beauticians & Beauty Students

- **Demographics:**
  - Age: 18–35 years.
  - Gender: Predominantly female, with an inclusive market for male learners.
  - Location: Pakistan and India, targeting beauty equipment stores or online platforms.
  - Income: Low-to-middle income, seeking cost-effective learning tools.
- **Psychographics:**
  - Motivations:
    - Career advancement in the beauty industry.
    - Access to knowledge from an established brand.
    - Interest in structured, affordable educational resources.
  - Challenges:
    - Lack of awareness about the book's availability.
    - Limited disposable income for education resources.

## MARKETING STRATEGIES

- Offer affordable pricing or scholarships for students from underprivileged backgrounds.
- Highlight success stories of past students who found employment after completing your course.
- Partner with salons to create direct job placement opportunities.
- Advertise on social media platforms where young audiences spend time (e.g., Instagram, TikTok).
- Host free introductory webinars or workshops to demonstrate the quality of your courses.

## MARKETING STRATEGIES

- Partner with beauty schools or academies to promote the book as part of their curriculum.
- Distribute the book to beauty equipment retailers where professionals shop.
- Emphasize certifications and practical skills learners can gain by applying the book's teachings.
- Use online advertising targeting young learners in Pakistan and India.
- Provide sample chapters or a sneak peek to entice potential buyers.



# Identifying Target Audiences

## PRODUCT

### Salon Owners & Beauticians

- **Demographics:**
  - Age: 25–50 years.
  - Gender: Predominantly female, but male salon owners might also be interested as the male grooming industry is growing. ([sourceA](#), [sourceB](#), [sourceC](#))
  - Income level: Mid-to-high income, as they invest in professional beauty equipment.
  - Location: Urban and semi-urban areas in Pakistan and India where beauty services are common.
    - Lahore, Faisalabad, Karachi, Islamabad
    - Chennai, Mumbai, Kolkata
- **Psychographics:**
  - Motivations:
    - Desire to upgrade their equipment to deliver higher-quality services.
    - Focus on customer satisfaction and efficiency in their business operations.
  - Challenges:
    - Budget constraints for purchasing high-end machinery.
    - Scepticism about durability or quality without clear guarantees or customer reviews.

### Home Waxing Customers

- **Demographics:**
  - Age: 14–50 years.
  - Gender: Predominantly female, with a potential secondary audience of men exploring at-home grooming.
  - Income level: Lower-middle class, Middle-class and some Middle-upper class.
  - Location: Worldwide, with a focus on markets where at-home beauty treatments are popular.
    - US, China, Middle East, South Asia, UK
- **Psychographics:**
  - Motivations:
    - Convenience of at-home waxing solutions.
    - Affordability compared to salon visits.
    - Focus on safe and effective beauty solutions.
  - Challenges:
    - Uncertainty about how to use wax products.
    - Concerns about skin irritation or product quality.

## MARKETING STRATEGIES

- Showcase testimonials from existing salon clients.
- Highlight the durability and cost-effectiveness of your machinery.
- Offer financing options or payment plans for expensive machinery to attract smaller businesses.
- Include warranties and after-sales service guarantees.
- Attend or sponsor beauty expos to reach salon professionals directly.
- Create how-to guides or video tutorials to educate consumers.
- Emphasize skin-safe, hypoallergenic ingredients in your marketing.
- Use relatable messaging about empowering self-care routines.
- Offer promotional packs (e.g., wax beads + applicators).
- Partner with beauty influencers to demonstrate product use.

## GENERAL INSIGHTS

- **Language Adaptation:**
  - Urdu and Hindi: Essential for Pakistan and India to connect with local audiences.
  - English: Crucial for international markets, particularly for wax products and educational materials.
- **Cultural Considerations:**
  - Tailor your messaging to highlight how beauty services align with local cultural norms, like wedding and festive grooming traditions.
- **Digital Presence:**
  - Build a strong e-commerce platform to sell wax products and books globally.
  - Use localized SEO strategies to appear in searches related to beauty training and equipment in Pakistan and India.
- **Bundling Offers:**
  - Provide package deals (e.g., a bundle of the book + a discounted class enrollment or wax products + beginner tools for salons).
- **Feedback Loops:**
  - Regularly gather feedback from each audience segment to refine products, courses, and marketing efforts.



# Target Audience Analysis

Sakaaz caters to a diverse audience with distinct needs and preferences, encompassing individual consumers, beauty professionals, and aspiring beauticians. This section identifies key segments and their characteristics, focusing on both product users and beauty education seekers.

## BEAUTY PROFESSIONALS

This segment includes salon owners, independent beauticians, and freelancers who rely on high-quality tools and education to enhance their services.

DEMOGRAPHICS	PSYCHOGRAPHICS
<ul style="list-style-type: none"><li>Age:<ul style="list-style-type: none"><li>25–45 years.</li></ul></li><li>Gender:<ul style="list-style-type: none"><li>Predominantly female, with a rising number of male professionals.</li></ul></li><li>Location:<ul style="list-style-type: none"><li>Urban centers and towns with a thriving beauty culture.</li></ul></li></ul>	<ul style="list-style-type: none"><li>Seek durable, professional-grade tools for frequent use.</li><li>Invest in education to stay updated with industry trends.</li><li>Focus on enhancing customer satisfaction through quality services.</li></ul>
	PAIN POINTS
	<ul style="list-style-type: none"><li>High cost of professional tools.</li><li>Limited availability of advanced beauty education locally.</li><li>Difficulty in finding trustworthy brands that combine quality and affordability.</li></ul>

## ASPIRING BEAUTICIANS

This group consists of students and trainees enrolling in beauty courses to build careers in the industry.

DEMOGRAPHICS	PSYCHOGRAPHICS
<ul style="list-style-type: none"><li>Age:<ul style="list-style-type: none"><li>18–30 years.</li></ul></li><li>Gender:<ul style="list-style-type: none"><li>Primarily female, though inclusivity is growing.</li></ul></li><li>Education:<ul style="list-style-type: none"><li>Typically high school graduates or individuals seeking vocational training.</li></ul></li></ul>	<ul style="list-style-type: none"><li>Driven by a desire for financial independence and self-employment.</li><li>Look for affordable and flexible learning options.</li><li>Value hands-on training and practical knowledge.</li></ul>
	PAIN POINTS
	<ul style="list-style-type: none"><li>Limited access to affordable, comprehensive beauty courses.</li><li>Lack of structured career guidance and support.</li><li>Need for training in both technical skills and business practices.</li></ul>



# Target Audience Analysis

## INDIVIDUAL CUSTOMERS

These are end-users purchasing Sakaaz’s beauty products, such as waxing tools and skincare equipment, for personal use.

DEMOGRAPHICS	PSYCHOGRAPHICS
<ul style="list-style-type: none"><li>• Age:<ul style="list-style-type: none"><li>◦ 18–45 years.</li></ul></li><li>• Gender:<ul style="list-style-type: none"><li>◦ Predominantly female, but increasingly gender-inclusive as male grooming gains traction.</li></ul></li><li>• Income Level:<ul style="list-style-type: none"><li>◦ Middle-class to upper-middle-class, focusing on affordability and value.</li></ul></li><li>• Location:<ul style="list-style-type: none"><li>◦ Urban and semi-urban regions, with growing interest in at-home beauty solutions.</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Value convenience and affordability.</li><li>• Prefer safe, high-quality products for at-home use.</li><li>• Interested in eco-friendly and sustainable options.</li><li>• Social media-savvy, influenced by beauty trends and online tutorials.</li></ul>
	PAIN POINTS
	<ul style="list-style-type: none"><li>• Lack of access to reliable, affordable beauty tools.</li><li>• Concerns about product safety and efficacy.</li><li>• Limited knowledge about proper usage of beauty equipment.</li></ul>

## REGIONAL INSIGHTS

PAKISTAN	INDIA
<ul style="list-style-type: none"><li>• Consumers in Pakistan are price-sensitive and prioritize affordability.</li><li>• Limited availability of structured beauty education presents a strong opportunity.</li><li>• Urban centers like Karachi, Lahore, and Islamabad are key markets.</li></ul>	<ul style="list-style-type: none"><li>• A thriving beauty industry with high demand for premium products and services.</li><li>• A large pool of aspiring beauticians due to the rise of self-employment opportunities.</li><li>• Growing acceptance of male grooming and gender-inclusive products.</li></ul>

# User Personas - Academy



## Amna Siddiqui

**Age:** 22

**Location:** Karachi, Pakistan

**Education:** Completed high school

**Occupation:** Part-time makeup artist (informal)

**Income:** Low-to-middle income

### Background:

Amna has always been passionate about beauty and makeup. She started doing informal makeup gigs for friends and family during weddings but lacks formal training. She dreams of becoming a certified beautician to secure a stable job at a salon or even start her own small business.

### SKILLS

Detail-oriented

Organisation

Independence

Creativity

### PERSONALITY

Motivated

Curious

Focused

Extroverted

### Motivations:

- Earn a certificate that enhances her credibility.
- Learn practical techniques from professionals.
- Build her confidence to work in high-end salons or as a freelancer.

### Challenges:

- Limited budget for educational courses.
- Fear of not getting enough hands-on practice.
- Unsure if the course certification will truly help her career.



## Noor Fatima

**Age:** 19

**Location:** Lahore, Pakistan

**Education:** High-school graduate

**Occupation:** Unemployed, aspiring entrepreneur

**Income:** Low income, supported by family

### Background:

Noor has always dreamed of running her own beauty salon. She follows beauty influencers and watches tutorials online but realizes she needs formal training to build her skills and credibility. Noor wants to take the live course to gain a certificate and attract clients to her future business.

### SKILLS

Detail-oriented

Organisation

Independence

Creativity

### PERSONALITY

Motivated

Curious

Focused

Extroverted

### Motivations:

- Learn advanced beauty techniques and trends.
- Gain certification to prove her qualifications.
- Understand how to run a beauty business efficiently.

### Challenges:

- Convincing her family to invest in her course fees.
- Finding a course that teaches both skills and business basics.
- Overcoming her lack of professional experience.



## Pooja Sharma

**Age:** 35

**Location:** Jaipur, India

**Education:** High-school graduate

**Occupation:** Homemaker

**Income:** Supported by her husband's middle-class salary

### Background:

Mehwish has been a homemaker for over a decade, dedicating her time to raising her children and managing household chores. Now that her kids are older and more independent, Mehwish feels restless and wants to focus on herself. She has always loved beauty and skincare but never pursued it professionally. She sees enrolling in the course as a way to rekindle her passion, build her confidence, and earn some income on the side by offering services at home or in her community.

### Motivations:

- Develop a professional skill that aligns with her interests.
- Gain confidence and independence by starting her own home-based beauty service.
- Connect with other women and build a supportive network.

### Challenges:

- Balancing her household responsibilities with a new learning commitment.
- Convincing her family of the value of investing in her education.
- Overcoming her apprehension about learning new techniques at her age.

### SKILLS

Detail-oriented

Organisation

Independence

Creativity

### PERSONALITY

Motivated

Curious

Focused

Extroverted





# User Personas - Product



**Alia Ahmed**

**Age:** 40  
**Location:** Islamabad, Pakistan  
**Education:** Bachelor's degree in BA  
**Occupation:** Owner of a mid-sized beauty salon  
**Income:** Middle-to-high income

**Background:**  
Alia has been running her salon for over 10 years, catering to a loyal clientele. She is always looking for high-quality beauty machinery and products to deliver exceptional service and attract more customers. Alia is particularly interested in products that are reliable, durable, and cost-effective. With waxing services being one of her salon's most requested treatments, she's eager to explore new retail wax products to improve efficiency and customer satisfaction.

**SKILLS**

Detail-oriented

Organisation

Independence

Creativity

**PERSONALITY**

Motivated

Curious

Focused

Extroverted

- Motivations:**
- Use premium-quality beauty machinery to maintain her salon's reputation.
  - Save costs by sourcing affordable yet reliable products.
  - Stay updated with the latest beauty trends to remain competitive.

- Challenges:**
- Finding products that meet her high standards without breaking the bank.
  - Navigating an oversaturated market to identify genuinely effective products.
  - Ensuring quick delivery and consistent availability of stock.



**Priya Jain**

**Age:** 28  
**Location:** Mumbai, India  
**Education:** Bachelor's degree in Graphic Design  
**Occupation:** Graphic Designer  
**Income:** Middle income

**Background:**  
Priya is a young professional who loves beauty and skincare. She prefers doing beauty treatments at home to save money and enjoys experimenting with new products. She's excited to try high-quality retail wax products like wax beads that offer salon-like results without leaving her house. Priya is also eco-conscious and appreciates products with sustainable packaging.

**SKILLS**

Detail-oriented

Organisation

Independence

Creativity

**PERSONALITY**

Motivated

Curious

Focused

Extroverted

- Motivations:**
- Achieve professional results at home without spending a lot.
  - Use products that are easy to apply and safe for sensitive skin.
  - Support brands that prioritize sustainability and transparency.

- Challenges:**
- Finding products that balance quality and affordability.
  - Avoiding products with harsh chemicals or poor usability.
  - Making informed choices without prior experience using professional-grade products.

# User Personas - Product



## **Fatima Sheikh**

**Age:** 33

**Location:** Lahore, Pakistan

**Education:** Master's degree in Supply Chain Management

**Occupation:** Distributor for beauty salons and retail stores

**Income:** High income

### **Background:**

Fatima is a beauty equipment distributor who works with both salons and retail stores across Pakistan. She's always scouting for innovative and reliable products to add to her catalog. She's particularly interested in retail wax products, as she's noticed an increasing demand for them among salons and individual customers. Fatima values strong relationships with suppliers who ensure quality, timely delivery, and competitive pricing.

### **SKILLS**

Detail-oriented

Organisation

Independence

Creativity

### **PERSONALITY**

Motivated

Curious

Focused

Extroverted

### **Motivations:**

- Expand her product line to meet growing market demands.
- Build trust with her clients by providing high-quality and effective products.
- Maintain a profitable business with consistent supplier relationships.

### **Challenges:**

- Managing inventory for fast-moving products while avoiding overstock.
- Ensuring products meet safety and quality standards.
- Competing with other distributors offering similar products.



## **Rohan Kapoor**

**Age:** 37

**Location:** Delhi, India

**Education:** Diploma in Hair & Beauty Management

**Occupation:** Owner of a premium men's grooming salon

**Income:** High income

### **Background:**

Rohan runs a successful men's grooming salon catering to professionals who value high-quality services and products. His salon offers everything from haircuts and shaves to skincare and waxing services, which have grown increasingly popular among male clients. Rohan is interested in sourcing products specifically designed for men, such as wax beads with mild formulations suitable for sensitive skin.

### **SKILLS**

Detail-oriented

Organisation

Independence

Creativity

### **PERSONALITY**

Motivated

Curious

Focused

Extroverted

### **Motivations:**

- Offer premium-quality products that enhance the salon experience.
- Attract a growing male clientele interested in skincare and grooming.
- Use products that are effective and cater to sensitive or coarse hair types.

### **Challenges:**

- Finding products marketed specifically for men's grooming needs.
- Balancing high quality with affordability to maintain profitability.
- Staying ahead of trends in the men's grooming industry.



# User Personas - Publishing



## Sana Malik

**Age:** 24

**Location:** Karachi, Pakistan

**Education:** High-school graduate

**Occupation:** Beautician trainee and part-time receptionist

**Income:** Low-to-middle income

### Background:

Sana dreams of becoming a professional beautician and owning her own salon someday. She has just started her training at a local beauty academy and is eager to learn everything she can about beauty techniques and the science behind them. She views the book as an affordable and valuable resource to complement her training and gain practical insights into the beauty industry.

### SKILLS

Detail-oriented

Organisation

Independence

Creativity

### PERSONALITY

Motivated

Curious

Focused

Extroverted

### Motivations:

- Build confidence in her technical skills through a structured guide.
- Learn advanced techniques to stand out in her future career.
- Access affordable resources to support her education.

### Challenges:

- Limited budget for educational materials.
- Balancing her studies with her part-time job.



## Radhika Sharma

**Age:** 42

**Location:** Mumbai, India

**Education:** Diploma in Cosmetology

**Occupation:** Senior trainer at a renowned beauty academy

**Income:** High income

### Background:

Radhika has over 15 years of experience in the beauty industry and trains students in cosmetology and skincare. She's always on the lookout for reliable educational materials to recommend to her students or to use as teaching aids. She values books that combine theoretical knowledge with practical guidance.

### SKILLS

Detail-oriented

Organisation

Independence

Creativity

### PERSONALITY

Motivated

Curious

Focused

Extroverted

### Motivations:

- Find up-to-date materials aligned with current industry standards.
- Help her students by recommending well-structured and credible resources.
- Enrich her own knowledge to remain at the top of her field.

### Challenges:

- Identifying books that meet professional teaching requirements.
- Finding books in Hindi/Urdu for better accessibility for her students.



## Asif Ali

**Age:** 30

**Location:** Lahore, Pakistan

**Education:** Bachelor's degree in Business Administration

**Occupation:** Owner of a beauty equipment store

**Income:** Middle-to-high income

### Background:

Asif runs a successful store that sells beauty equipment and educational materials for salons and academies. He's constantly searching for books that appeal to aspiring beauticians and professionals. He understands the market and knows that an affordable and practical book will attract both academy trainers and students.

### Motivations:

- Offer a diverse range of educational materials in his store.
- Build strong relationships with academies and students.
- Stay competitive by stocking high-demand resources.

### Challenges:

- Managing inventory and predicting demand for educational books.
- Balancing affordability with quality when selecting stock.

### SKILLS

Detail-oriented

Organisation

Independence

Creativity

### PERSONALITY

Motivated

Curious

Focused

Extroverted



# Competitor Analysis

Competitive analysis involves looking at your competitors to understand their strengths, weaknesses, and strategies. By examining what they're doing well and where they might be falling short, we can identify opportunities for you to stand out. This analysis helps you see how your business compares, allowing us to position your brand more effectively in the market.



# Competitive Analysis - 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.

# Competitive Analysis - 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.



# Competitive Analysis - 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.

# Competitive Analysis - 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.



# Social Media Analysis

Competitive analysis involves looking at your competitors to understand their strengths, weaknesses, and strategies. By examining what they're doing well and where they might be falling short, we can identify opportunities for you to stand out. This analysis helps you see how your business compares, allowing us to position your brand more effectively in the market.



# SWOT Market Analysis - Summary

## SAKAAZ SOCIAL MARKET ANALYSIS

### SOCIAL MEDIA SWOT

- Clear branding with a professional logo and profile picture. The name is distinctive and reflects the cosmetics niche.
- Posts are heavily focused on promoting professional courses; lacks diversity such as tutorials, product showcases, or client testimonials.
- Engagement seems low with limited interactive content (e.g., polls, reels, Q&A sessions).
- Design is text-heavy and lacks visually appealing elements like templates or cohesive themes.
- CTAs are present (e.g., WhatsApp number) but could include urgency-driven language or exclusive offers.
- Limited usage of trending hashtags and location tags. Content isn't fully optimized for discoverability.
- Follower count (457) indicates potential, but growth strategies like collaborations or giveaways are underutilized.
- Diversify content (tutorials, testimonials, behind-the-scenes); improve design consistency; leverage Reels and Stories to boost engagement.

### RECCOMENDATIONS

- Expand branding to emphasize high-quality products with storytelling.
- Introduce tutorials, product showcases, and beauty tips to diversify content.
- Leverage Instagram Reels and Stories to boost interactions and engagement.
- Adopt templates with minimal text, appealing imagery, and consistent themes.
- Create time-sensitive offers, such as course discounts or flash sales.
- Utilize trending beauty hashtags and collaborations for wider reach.
- Partner with influencers to increase brand exposure and trust.
- Develop a content calendar focusing on tutorials, FAQs, and behind-the-scenes posts.

# Recommended Analysis & Strategies

## KEYWORD ANALYSIS

## SWOT ANALYSIS

The failure to incorporate relevant keywords in both social media and website content puts Sakaaz at a significant disadvantage. This lack of optimization leads to lower organic reach, reduced visibility in search results, and missed opportunities to attract potential clients who are actively searching for skincare education and certification. By improving keyword usage, Sakaaz can enhance its SEO performance, attract a more targeted audience, and better compete with other players in the market.

Reduced Organic Reach and Engagement:

- Without the use of targeted keywords, Sakaaz's content may not be visible to the right audience on social media, leading to lower organic engagement and reach.

Lower Website Traffic:

- If keywords aren't optimized on the website, Sakaaz's pages won't rank well on search engines like Google, limiting the amount of organic traffic the site receives.

Lower Conversion Rates:

- Failure to align content with what users are searching for can result in a mismatch with potential customers, reducing the likelihood of conversions.

## RECCOMENDATIONS

### WEBSITE SEO

- "Best skincare courses"
- "Advanced skin care treatments"
- "Online cosmetology certification"
- "Skincare professional development"
- "ITEC beauty certification"
- "Esthetician training online"
- "Cosmetology school reviews"

### SOCIAL MEDIA

- "Skincare education"
- "Cosmetology certification"
- "Skin treatment professionals"
- "Beauty career growth"
- "Cosmetology training"
- "Beauty industry tips"
- "Facial treatment techniques"

# Recommended Analysis & Strategies

## CONTENT ANALYSIS

### SWOT ANALYSIS

- Sakaaz should focus on creating modern, minimalist designs that reduce clutter. Clean, simple visuals with an emphasis on the brand's identity can improve user engagement. Video content showing "day-in-the-life" scenarios or practical tips would attract more viewers and increase time spent on the brand's content.
- Incorporating more visual storytelling could help Sakaaz create stronger emotional connections with the audience. Sharing student success stories or showing students completing courses can improve engagement and build a sense of trust.
- UGC and user testimonials are a great way to build social proof.
- Sakaaz can improve by incorporating more high-quality product images and showcasing real results (e.g., before and after photos of clients or students who have taken courses). This builds credibility and demonstrates the tangible impact of their services.

## RECOMMENDATIONS

- Sakaaz should focus on creating modern, minimalist designs that reduce clutter. Clean, simple visuals with an emphasis on the brand's identity can improve user engagement. Video content showing "day-in-the-life" scenarios or practical tips would attract more viewers and increase time spent on the brand's content.
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# Recommended Analysis & Strategies

## VISUAL CONTENT ANALYSIS

### SWOT ANALYSIS

#### Sakaaz's Strengths:

- Strong focus on education through its visuals.
- Clear branding in terms of colour palette and fonts.

#### Competitors' Key Advantages:

- Competitors use high-quality imagery, diverse content types (e.g., video reels, testimonials, infographics), and customer-centric content like testimonials or routines.
- Some brands prioritize visual storytelling over heavy text, enhancing engagement.

#### Sakaaz's Weaknesses:

- Text-heavy designs make posts less visually engaging and harder to skim quickly on social media.
- Limited diversity in content types (e.g., no reels, animations, or personal brand storytelling).

## RECCOMENDATIONS

#### 1. Diversify Content Types:

- Add video content: Use short-form videos or reels demonstrating skincare techniques, product use, or course details.
- Incorporate testimonials: Showcase real students or clients sharing their experience in the courses with authentic visuals.
- Before/After Content: Share transformations related to skincare treatments to establish authority.

#### 2. Simplify and Optimize Graphics:

- Replace text-heavy slides with visual storytelling, such as icons, step-by-step graphics, and infographics.
- Use tools like Canva or Adobe Express for cleaner layouts with balanced use of images and text.

#### 3. Enhance Visual Quality:

- Invest in high-quality images of products, tools, or models during courses.
- Utilize professional lighting and editing to ensure visuals look polished.
- Use consistent filters to maintain a cohesive Instagram grid.

# Conclusion

Sakaaz Cosmetics has immense potential to strengthen its social media presence by addressing current pain points and leveraging opportunities. By prioritizing content diversity, visual storytelling, and interactive formats like reels and UGC, Sakaaz can establish itself as a trusted and engaging brand in the competitive beauty market. Additionally, optimizing SEO and leveraging data-driven insights will enable Sakaaz to maximize visibility, build brand trust, and drive conversions effectively.

By addressing these pain points and leveraging the outlined opportunities, Sakaaz Cosmetics can significantly elevate its social media performance and position itself as a competitive player in the beauty and cosmetics market.







# What's next?

## Your second formula!

In the next phase, we'll put together a detailed proposal to kick off your strategy. We'll create customized plans and campaigns for your book marketing, academy marketing, and website design. We'll also set up your social media accounts and develop a content plan to help you build a strong online presence. By the end, we'll outline clear steps for moving forward with the design phase, making sure everything is aligned and ready to go for success!



# Any questions? We'd love to hear them.

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