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STRENGTHS AND WEAKNESS OF SEPHORA STORES

Introduction

Labeling or branding is an essential symbol in any institution, primarily commercial business. Naming is composed of various activities that organizations use during the packaging of their product. The key symbols of branding include design package, business name or logos, and many other symbols. In commercial activities, advertising action is also a critical element that is, organizations use to market their products to increase their sales and a means of completion. Business owners are considering branding to be a unique way that they can use to sell their goods. Most businesses develop websites that they can use to advertise their products, and they brand them uniquely and attractively so that to attract customers. Branding is an expensive activity as it requires firms to spend money on labeling and advertising commodities. Companies should be cautious when branding so that they do not destroy the market for their goods. Being dishonest is a negative way that firms apply like cheating on the ingredients used to manufacture the goods; this can ruin the brand as customers will lose trust in the products. In this paper, I will examine Sephora stores on demonstrating the weakness and strengths that businesses encounter during branding.



The first technique applied by the Sephora store to parade their goods in the market is shown in the image above. This store uses branding as a leading center of beefing clients' quality of their products, but this is not an idea of showing their commodities photos. On top of another capability, labeling is the primary means that develop and control competition benefits in the market. Mostly, branding is taken as a commercial culture that revolves around the business companies. My visit to Sephora stores evidences this, the way they display their good is similar, and it is easy for you to locate where every product is placed on their shelves. Regardless of businesses having many strengths, they also suffer from some shortcomings as a result of branding; our example is in Sephora stores; we shall learn some of its weaknesses.

In determining this weakness and strengths, it requires more time for someone to observe them as it requires an expansive advertisement and a well-structured sales channel. The vulnerability arises when an organization wants to come up with a brand as a way of marketing their products, which is very expensive, and it takes time for the firm to come up with a brand. The company will require more funds to advertise its brand so that it reaches more customers and to enable the product to be known in the broader market. During my nature walk to Sephora Stores, I noted that they have a variety of goods, mainly cosmetics and beauty products that are well displayed on their glass shelves, which enable customers to identify them quickly, even if they are far. This way of showing the products and advertising by Sephora stores are monetary consuming activities that need the company to be having adequate capital so that it enables continuity in the market and compete with their competitors. Therefore, this labeling method is suitable as it helps clients to be aware of the counterfeit and best goods so that they buy the products that are good for their use. The Sephora's goods are excellent as the supplies protect its customers from getting counterfeit products, and this is an advantage to them as it increases the

demand for their products, and this is the reason for me deciding to pick this form on my case study.

Strengths of Sephora Branding

The benefits advantage is one of the forces that has made the Sephora store very competitive in branding. They brand their products very well as they deal mostly with cosmetic and beauty goods. The company has a powerful technique they use in branding as they employ a powerful method in labeling their products and marketing them. This robust labeling process is beneficial that put Sephora on top of other companies that produce similar cosmetic and beauty products. The advantage they reap due to this process of branding is not only based on their client, but it allows them to talk with their partners. The Sephora suppliers have an influential culture that provides them with the ability to control informing regulations, hence giving them more authority to regulate and relate well with their consumers. The various and many labeling of commodities linked to Sephora all over the globe gives them more benefits that enable them to increase their sales of cosmetic and beauty goods.

When it comes to marketing, there is a tendency that clients have limited or lacks attention in the touchable nature of the goods or perfect services. The clients still have more attraction to the outer appearance of the products, which they like using, therefore this outlook which makes them attracted to clients and captures their attention to buy the brand so that they can use it. This increases the sales of their products as many people are getting attention to buy the cosmetics and beauty brands of Sephora stores. This increase in demand for these goods is beneficial in boosting the sales of Sephora products. According to Sephora stores, the benefits that the wrapping method forms come from the uniqueness of the branding of their goods differentiates them from other sounds produced by other competitive companies. The uniqueness

of their branding technique helps in posting the quality and sensitivity of their cosmetic and beauty commodities. The competitive benefits that come at the point when they have considerable opportunities to produce new products to the market more efficient and accessible. The diagram below shows the variety of products in Sephora stores in a mall in America. It contains different types of brands, mostly for beauty and cosmetics.



During my visit to Sephora mall in America, I was able to see the power of labeling. The products inside the mall are very well arranged, and as the above image shows, the white and black colors that have been used for painting make the mall very attractive. The white color is linked to goodness and innocence, while the black is associated with power and misery. The combination of these two colors in painting gives perfect attractive action that attracts more customers. These colors are unique and associated with Sephora's stores, so when someone gets into the mall, it becomes straightforward to identify the Sephora by only using the black and white color to locate the store. The packaging technique that Sephora uses is unique and attractive that attract customers this packaging is essential in branding as their products mostly use the same colors as the one of their building. These colors are used by all stores of Sephora in different branches in the country, as is evidenced by some of the offices I have visited. The services offered by Sephora stores are of high quality that leaves many customers satisfied and

attract more. This type of service and pleasant association with the customers has placed it on the top of a ladder over the other companies. The loyalty and being honest to their clients has made them win trust in more clients who have an increase in numbers; therefore, an increase in purchasing power. Sephora also has many promotions like beauty rewards that attract many customers to buy, and as a customer buys more, he/she increases the points. I was among the clients who were awarded freebies.

The Sephora stores are known to be offering perfect exemplary sensory and are involved in playing new songs and offering services of high quality. Their availability in the market is a blessing to customers due to the quality services that they are contributing to clients. The Sephora stores employ qualified experts who provide world-class facilities and produce products of high quality that are essential to customers and satisfy their needs. The customers can test the preferences of their products before they buy as Sephora has touchscreens that clients check their choices. The Sephora stores have a spacious room that enables customers to sit and watch a tutorial on make-up and reach an agreement on the products they want to buy.



The image above shows Sephora in the Middle East that is an international stock with plenty of beauty and cosmetic commodities that are displayed on their shelves that give customers a chance of people to view the products and make a selection. The American Sephora mall was

founded by a business lady known as Huda Kattan, which was the largest store that was selling more commodities of beauty and cosmetics all over the middle east.

As we still look at competition benefit concerning the capability of the Sephora store on naming method gives more qualities on their commodities from the genesis of when they introduced new goods in the market. According to my understanding and my research by visiting some branches, I learned that branding is a vital tool that companies use in market competition, and the owners of the companies should be very attentive to designing branding methods. The companies should study the market and get to know the way other companies have branded their products so that they can create their branding way that will differentiate it from those of their competitors. The companies should listen to their clients and keep excellent communication with them and pay attention to them complains and views as this will help them improve on the branding of their products and it will fetch more market on the field. The most significant thing is that branding applied by companies should be satisfying the intended goals and objectives of the target group. Sephora is among the best companies that have taken keen consideration concerning the way they brand their cosmetics and beauty commodities, which have put them on top of the world market.

Branding acts as a representation for determining the identification of the quality of the brand. A few years ago people were depending on the nature of clothes, which at that time they were used to act as branding depending on the material used and people had different choices to choose from depending on their preferences. Sephora offers a variety of cosmetic and beauty goods in the world market due to its attractive branding method; their products have been accepted by many people worldwide. Branding is a powerful tool that determines the demand for the product in the market and the size of exchange worldwide. It is the branding tool that has

made both cosmetic and beauty of Sephora stores to be accepted by the majority of the people worldwide and reaching the target group.

Due to these benefits, Sephora stores have emerged as the most excellent manufacturer, seller, and supplier of both cosmetic and beauty products in America, which is the highest achievement. According to my analysis, Sephora is the greatest innovator of producing a variety of brands of their goods, which gives them more top quality that is linked to the evolution of the world economy. Due to this fact, Sephora stores have a unique and perfect arrangement of attractive commodities and conventions in their brands in comparison to other companies.

The weakness of Sephora stores.

Regardless of the many benefits associated with the Sephora store, there are some challenges that the firm is experiencing. The issue of flaws is an issue that Sephora is having that is interfering with its operations and influence clients. The effect of pricing more on their commodities is an issue that the customers are complaining about. This has been brought due to specialization in the products they deal on as they sell their cosmetic and beauty commodities at higher prices so that to make more profits. This issue of overpricing is affecting the economy as people are to make a decision on which goods to buy, forcing customers to be more selective on their brought they want to purchase. According to my observation while in the store, I noted many clients are comparing the prices of products both online and those on the field. Since the customers need the products urgently, they buy from shops despite the cost being high.

Despite them aiming to produce commodities that are of high quality, the prices they impose on their goods have reliable wrapping or labeling effects. As there pricing regulations can mainly be determined in a way that is to maximize profits from their activities and

commodities. This is a negative issue that affects most of the clients who feel they are being oppressed by paying more for Sephora's cosmetic and beauty products this pricing, according to customers, takes it as gouging. This is the weakness that Sephora has to fail to resolve, which is giving other companies producing the same commodities more advantage of absorbing more customers. Overpricing of their goods has led to them losing their primary clients.

Competition is another weakness that Sephora is battling with. Companies like Marcy are the largest sellers of the same beauty and cosmetic products. This issue of stiff competition is a challenge to Sephora in trying to change their marketing policies so that to attract more clients and maintain their primary clients. This has forced Sephora to introduce promotions that customers win awards, and this is a strategy they are trying to use as a way of dealing with competition. There is a high demand for cosmetic and beauty commodities in the market that have attracted more companies to produce these cosmetics hence posing competition. The best way that Sephora can overcome this problem is by eliminating shares of its competitors in the market by increasing the sales of their brands.

Lack of sufficient funds is another weakness that Sephora is facing. This is due to the small number of products they sell when compared to other large firms like Marcy, which have an extensive market globally. These large firms, like Marcy and Ultra, have enough capital to market their products and distribute them to many countries due to the availability of enough funds. The insufficient is a limitation to Sephora to exchange their goods overseas; therefore, they suffer competition from larger firms in terms of sales volume as they sell less.

Conclusion

Labeling methods and procedures are more essential tools in the marketing of cosmetics and beauty. Many companies are developing their websites that they use to display and advertise their products so that they can reach the target groups. Many companies have used media to contact their clients as they create social media platforms where they can chat with the clients. They are also using media in advertising their products so that they can reach a broad market as customers can get to hear the products on media. On the issue of Sephora, they should increase their marketing by concentrating on media through advertising so that to reach a broader market just the way Marcy and Ultra companies are doing. They should learn from their weakness and try improving on them so that to build more strengths, and this will help them boost their sales on beauty and cosmetic products.

References

Picture 1: Source: <https://thumbor.forbes.com/thumbor/960x0/https%3A%2F%2Fspecials.images.forbesimg.com%2Fdam%2Fimageserve%2F948753524%2F960x0.jpg%3Ffit%3Dscale>

Picture 2: Source: <https://www.criteo.com/wp-content/uploads/2018/12/sephora.png>

Picture 3: Source: https://markteskeyarchitecture.com/wp-content/uploads/2015/10/A2008_Sephora_MOA_13-1024x683.jpg

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