

FASM 410 Pop-Up Shop

NARS



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NARS OVERVIEW

FASM 410 Pop-Up Shop



Company Overview

The brand was created by a graduate of the Carita Makeup School, Francois Nars in 1994. Nars first created a 12 piece lipstick collection and released the collection in Barney, New York. In 2002, they were acquired by Shiseido and then in 2002 they released NARSskin.

Their most well known product being 'The Orgasm Blush' which is a highlight/blush hybrid and has been a cult-classic since 1999. Now, there is an orgasm line which includes lipgloss, nail colour, and multi stick.

NARS



Mission Statement

“François Nars’ fascination with color, purity and texture led to the 1994 creation of the iconic NARS brand as a true celebration of individuality. His 12 original lipsticks—and their immediate success at launch—continue to inspire creativity, self-expression and limitless artistry. NARS embraces the audacious at every turn, bringing a high-fashion, high-style and forward-thinking approach to beauty.”





PRIMARY OFFICE:
NYC



A SUBSIDIARY OF
SHISEIDO



PRIMARY BUSINESS:
BEAUTY/PERSONAL
PRODUCTS



FINANCING STATUS:
CORPORATE
BACKED

Financial Performance



Profits

Net Sales

- 2019= 42.96 MIL
- 2018= 58.60 MIL
- 2017= 58.33 MIL

Net earnings attributable to Shisedo

- 4.8%

GM%

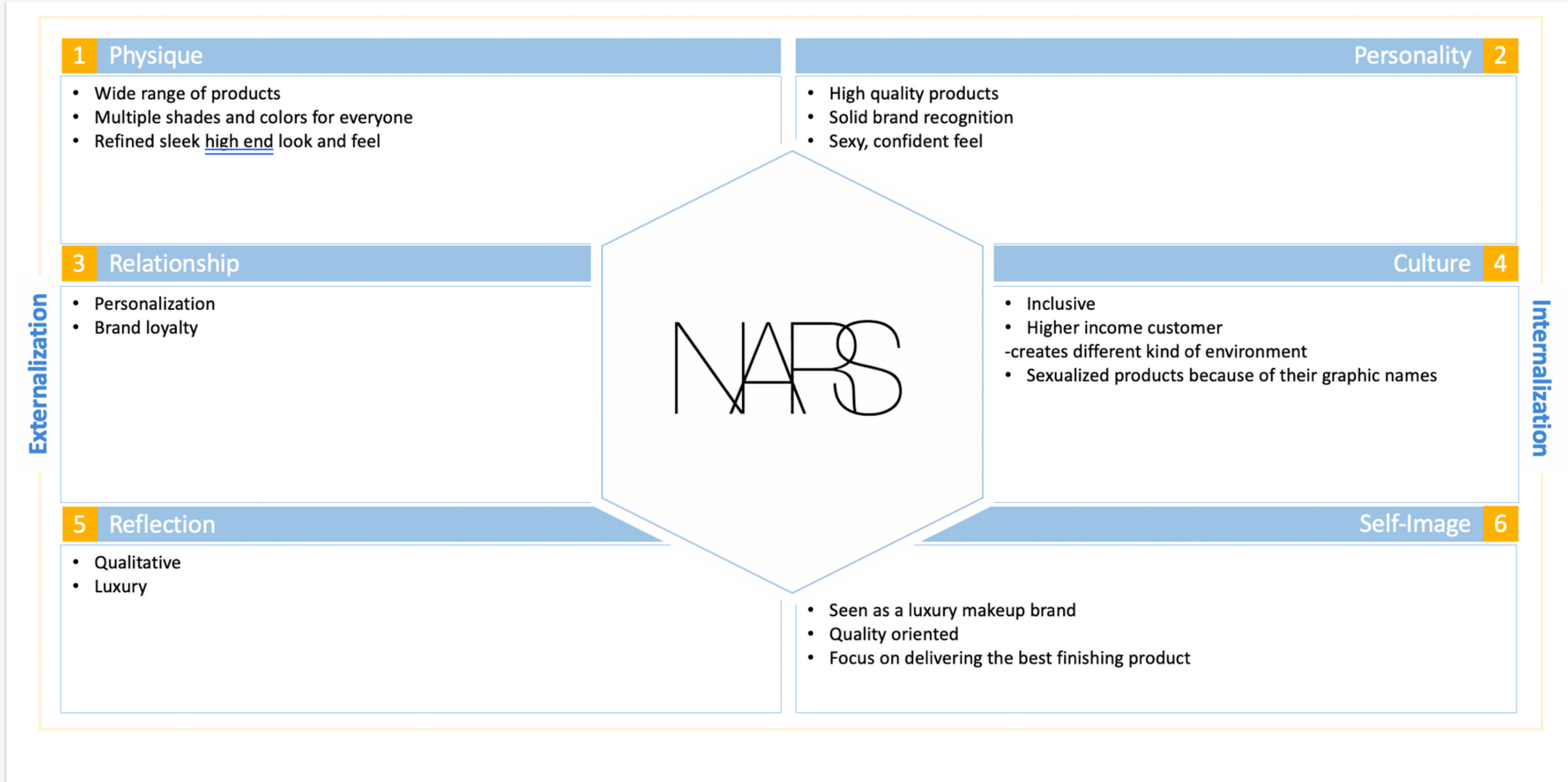
- 42.27%

PRODUCT ASSORTMENT

- 1. *Cheek*
- 2. *Lip*
- 3. *Eye*
- 4. *Complexion*

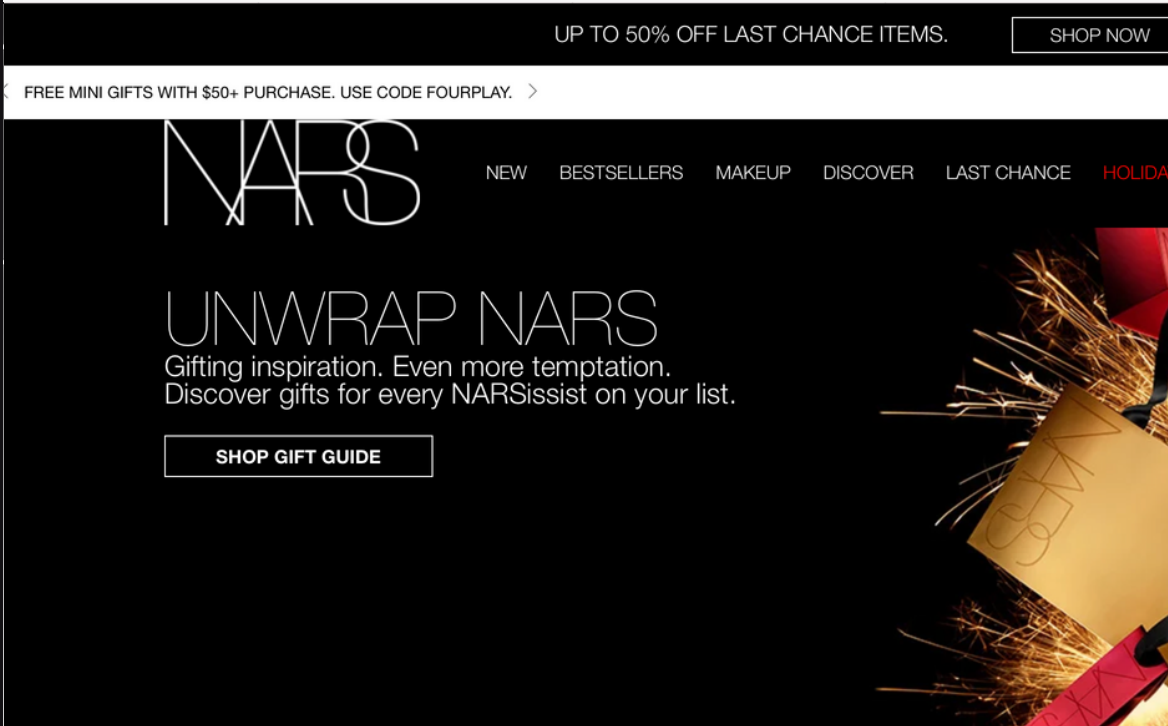


Brand Identity



DISTRIBUTION

E-COMMERCE



15% of Sales 2020.

BEAUTY RETAILERS



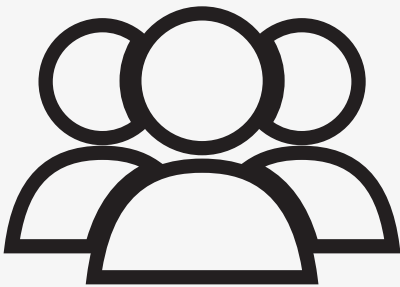
Sephora
Ulta
Macy's
Nordstrom
etc

= 85% of Sales 2020.

DEPARTMENT STORES



SIZE



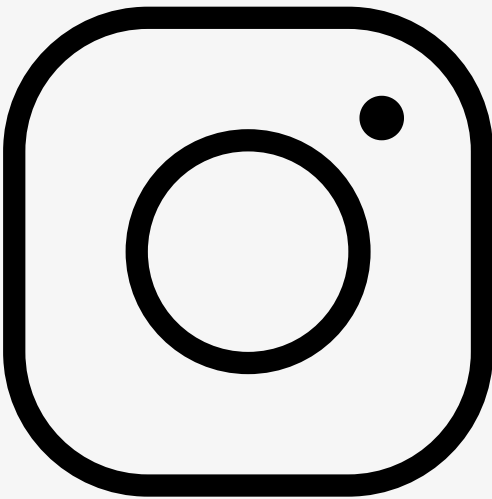
390 TOTAL EMPLOYEES



746 LOCATIONS
37 Countries/Regions.

6 USA BOUTIQUES

Atlanta, Houston, New Jersey, Prince Street,
Madison AVE., San Francisco.



8 MILLION FOLLOWERS

STRENGTHS

- Recognizable products
- Shisdeo owned
- Makeup Artist based
- Diverse Platforms
- Diverse Ads
- Luxury with an Edge

OPPORTUNITIES

- Improve Skincare popularity
- Connect with Gen Z
 - Update social media strategy

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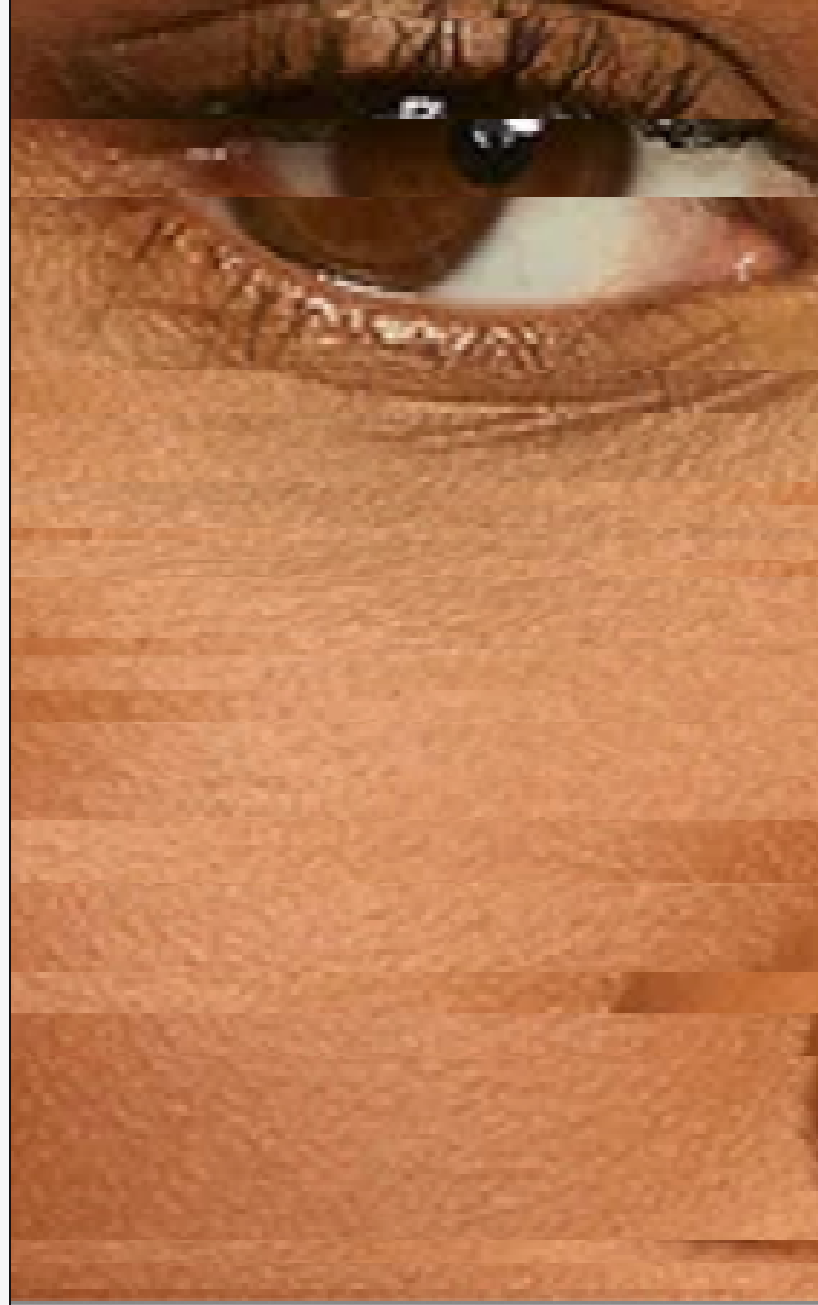
WEAKNESSES

- Animal testing
- Crowded market
- Older brand
- Weak social media presence

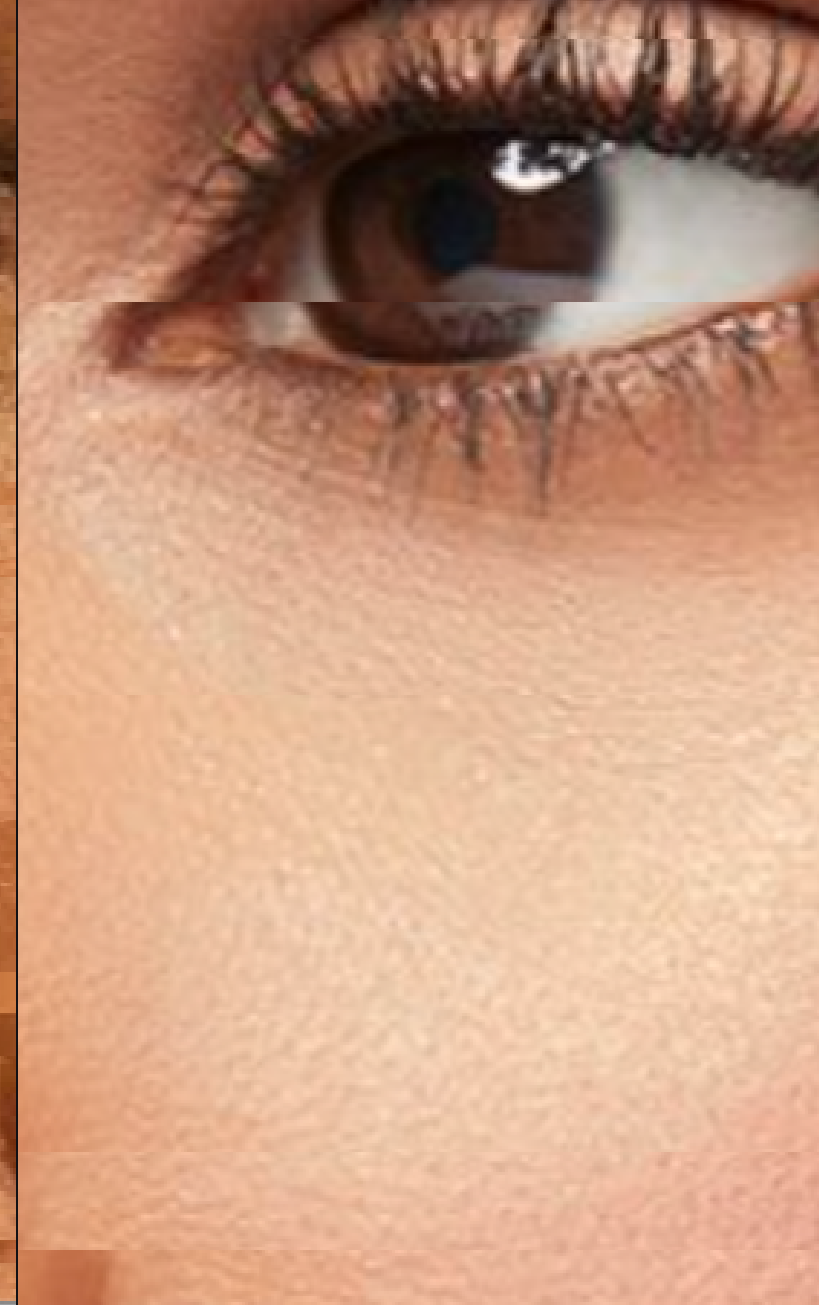
THREATS

- Cruelty-Free brands
- Younger brands with strong social media presence
- Natural makeup brands

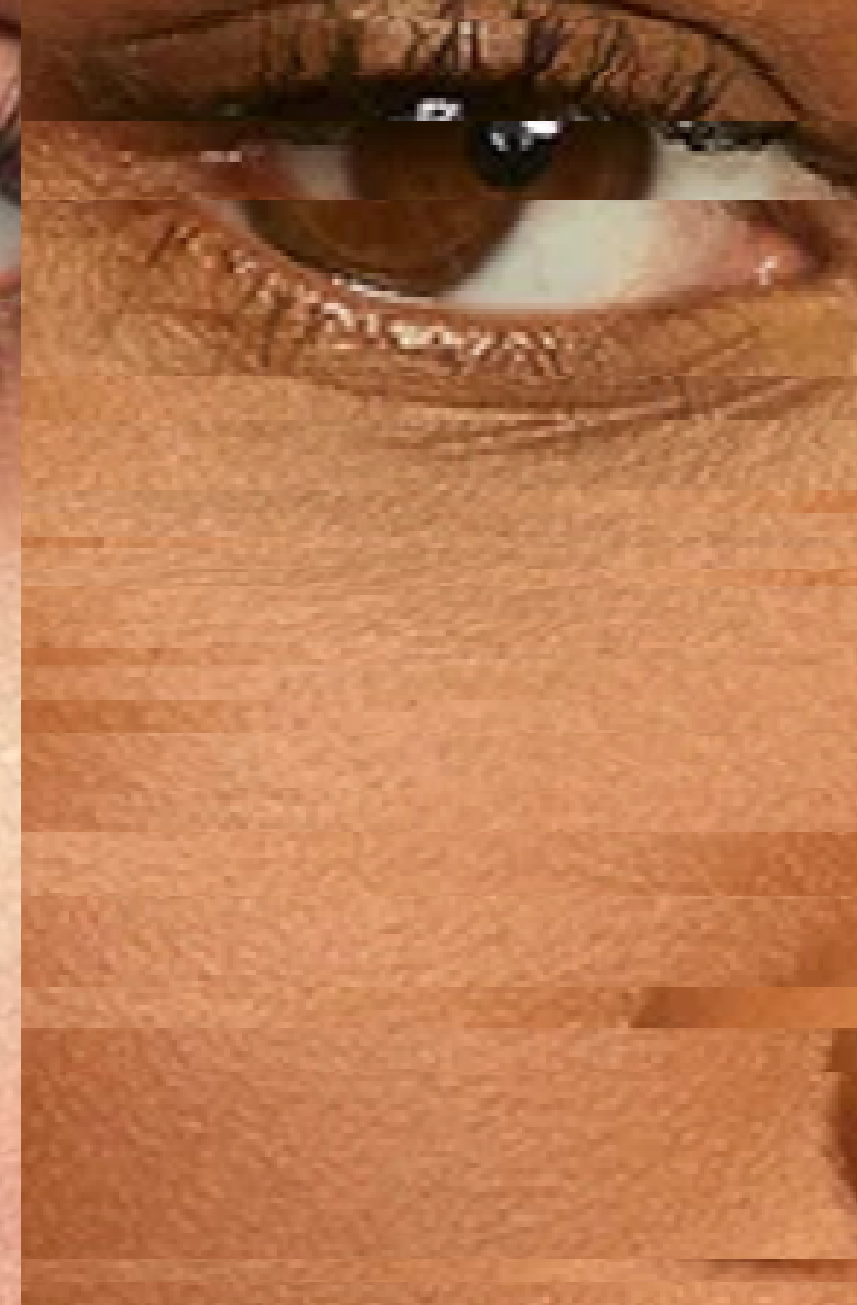
SWOT Implications



CREATE SOCIAL MEDIA
CONTENT LIKE 5,8 AND 15
SECOND VIDEOS THAT
ENGAGE GEN Z CONSUMERS



EXPAND INTO VR AS A WAY
TO ADAPT TO COVID
PROTOCOLS AND DELIGHT
YOUNGER CONSUMERS



DRIVE SKINCARE SALES BY
COMING UP WITH A UNIQUE
SOCIAL MEDIA AND
INFLUENCER STRATEGY

COMPETITIVE ADVANTAGE



NARS

Legacy brand that creates hero products like Orgasm blush, radiant creamy concealer, and Laguna bronzer as tools to incite customer acquisition. Wide shade ranges and formulas in face, eye, and lip categories so anyone could find a product in the brand. Consistency in product and tongue in cheek names.



BOBBI BROWN

Bobbi Brown is an iconic makeup artist who was a pioneer in the natural beauty movement. The brand is no-fuss luxury which caters to the everyday woman.



MAKEUP FOREVER

The most trusted brand behind the best for camera products. Products are made to be used on set and come in a wide variety of colors and formulations.

COMPETITIVE ADVANTAGE



MAC

Both their base products and collaborations have a cult following due to their formulations and wide selections. MAC was ahead of their time when they made their motto “All races, all colors, all genders” MAC is a gateway into prestige makeup.



SMASHBOX

From SMASHBOX studios LA, is made to be used on set. Focuses on the artist community.



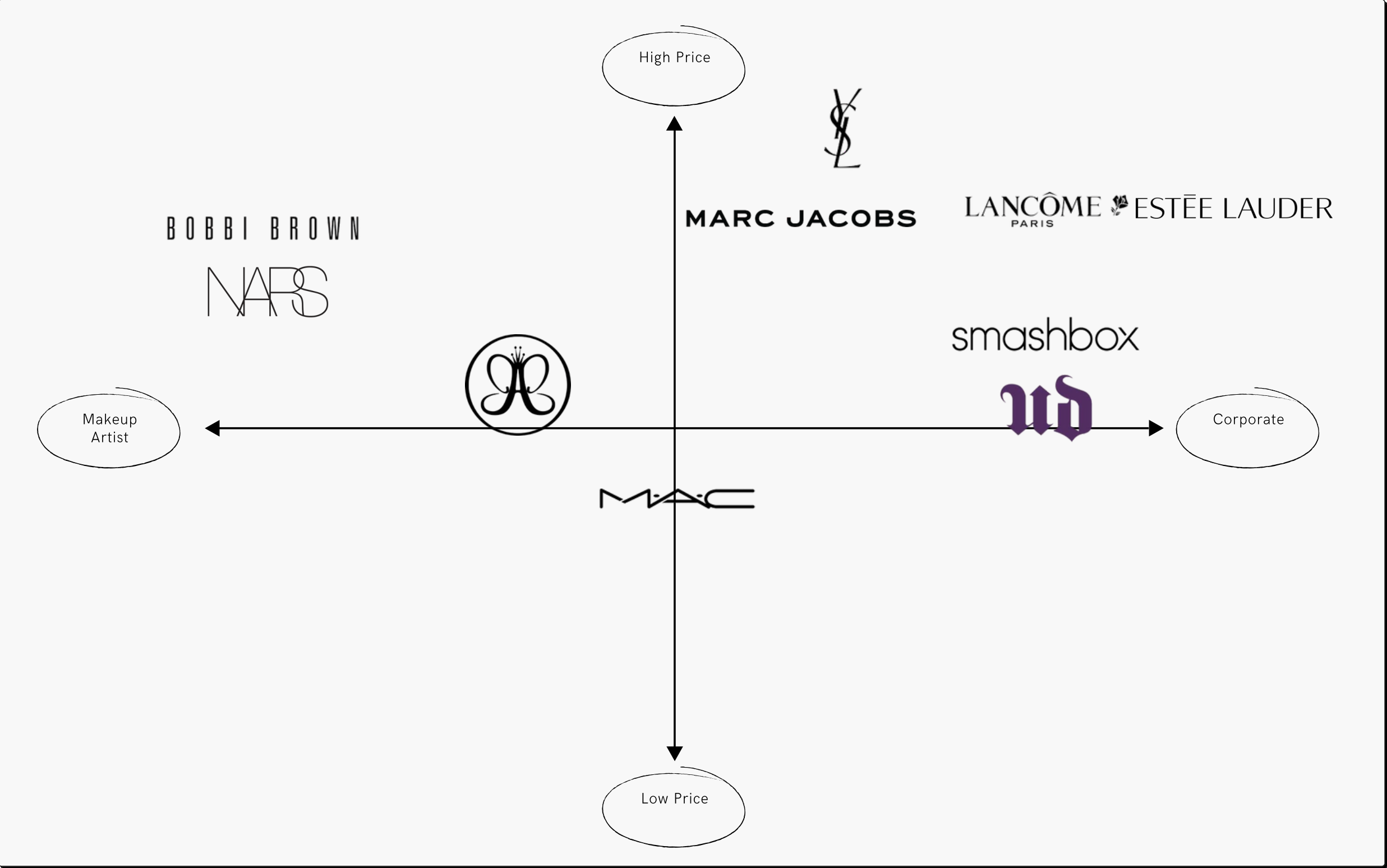
MARC JACOBS

Strategic partnership with LVMH leveraging reputation as a designer.

Retail Price Comparison

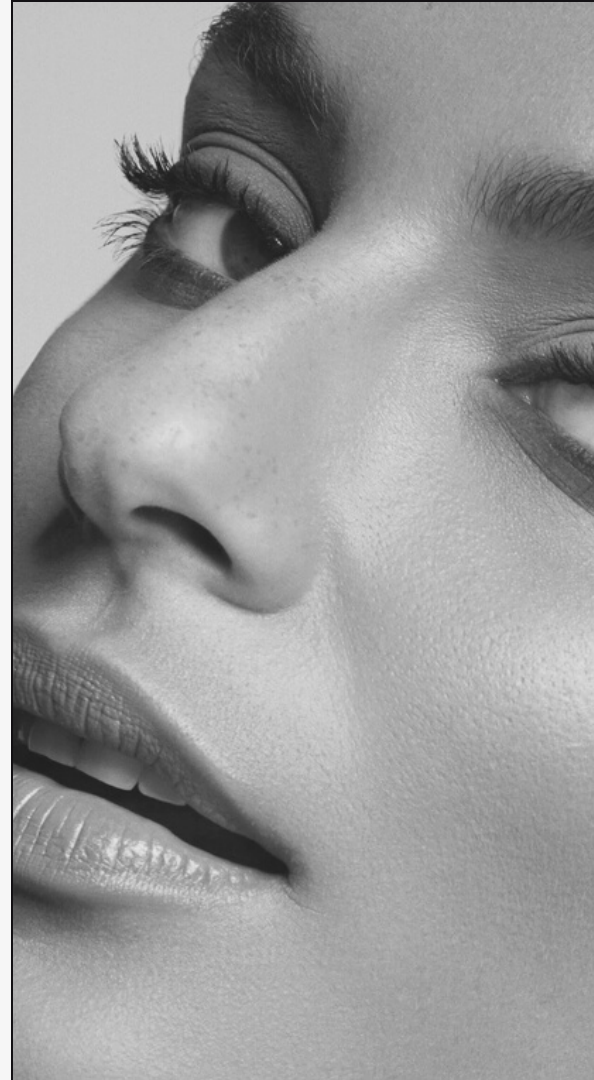
	EYES	LIPS	FACE
NARS	\$24-\$59	\$22-\$39	\$28-\$49
BOBBI BROWN	\$26-\$59	\$29-\$38	\$29-\$69
MAKEUP FOREVER	\$17-\$99	\$18-\$23	\$21-\$110
MAC	\$18-48	\$18-\$25	\$33-\$77
SMASHBOX	\$21-\$29	\$18-\$24	\$25-\$42
MARC JACOBS	\$29-\$50	\$20-\$32	\$29-\$54

PERCEPTUAL MAP



TARGET CONSUMER

MIDDLE, UPPER-CLASS WITH
DISPOSABLE INCOME



WOMEN AGES 18-40



INTERESTED IN BEAUTY AND
FASHION + APPAREL



Persona

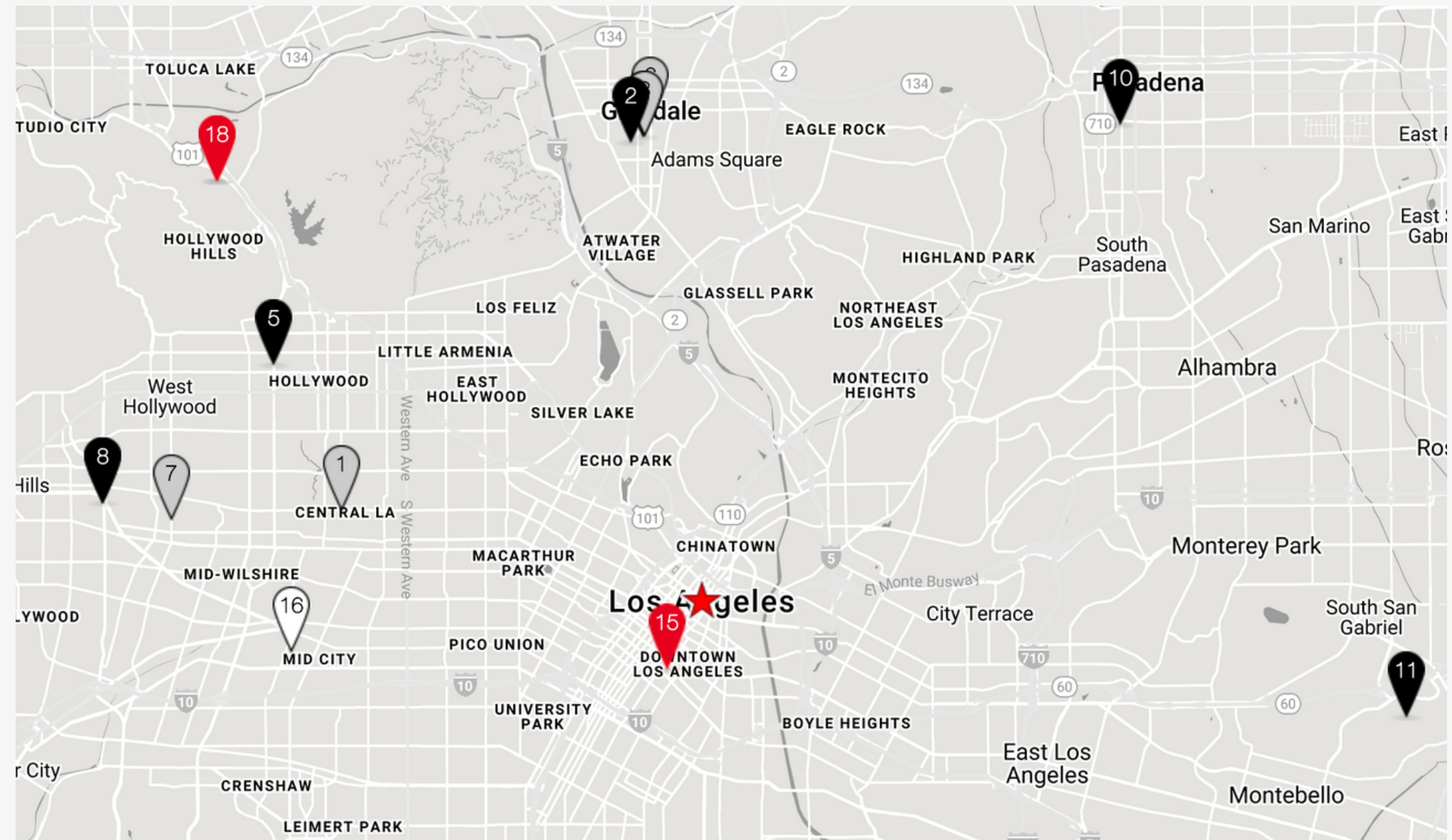


- 29 banking associate (ATL, GA.)
 - \$75,000 yearly
- Masters Degree from UNC Chapel Hill
 - Finance
- Cares about appearance (Client facing role)
- Self-improvement is crucial to her
- Meets friends regularly for dinner & drinks
- Single
 - Enjoys her financial and personal independence
- Loyal to staple products
 - NARS Radiant Creamy Concealer & NARS Natural Radiant longer Foundation

CLARE EAMES
VALS: ACHIEVER & EXPERIENCER

Market Analysis

- 42.96 MIL (2019)
 - 300 mil revenue
 - 2.9% of U.S. market share
-
- NARS sales in the U.S. are declining by 7%
 - NARS had a steady increase over the past 3 years
 - In 2019 they started to see a decline
 - Now due to the pandemic, the 7% decline is growing
 - Expected to be at least 14% by the end of the year



STRATEGIC INITIATIVE

FASM 410 Pop-Up Shop



How would a pop-up benefit NARS?

- Brings the NARS experience outside of Department Stores & Beauty Retailers
- Connect with the not typical targeted consumer
- Further connect NARS with technology



The Dates: June 15-July 15 2021

Art Basel/Summer Season
June 17-20 2021

- Art Basel attracts experience goers
 - 2019 brought in 93,000 + to the Miami area
- Summer is one of the busiest seasons for tourists

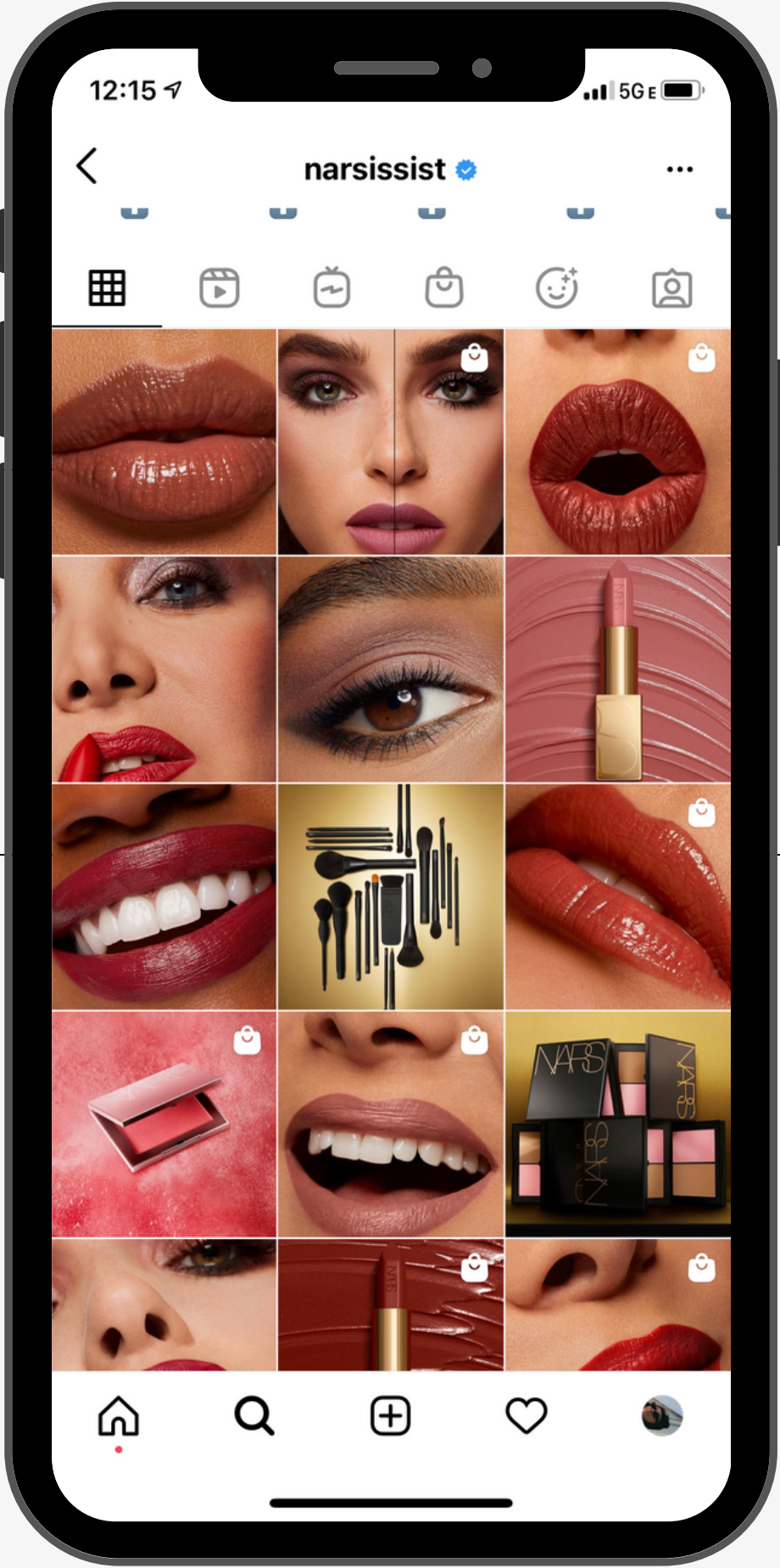


Learnings & KPI's

How technology can help/improve sales in COVID-19 affected times.

KPI'S

- Social Media (Engagement)
 - Mentions: + 50%
 - Follows: + 25%
- Sales connected to AR device



New Target Persona



- 24 junior graphic designer (SJ, CA.)
 - \$52,000 yearly
- Degree from Parsons
 - AAS in Communication Design
- Enjoys the natural makeup-look
 - Has heard of great reviews of NARS from friends
- Experiences with friends hold importance
 - Concerts, music festivals, pop-up events, art shows
- Interested in technology in every day experiences

ISABELLA JOHNSON
VALS:EXPERIENCER & STRIVER

LOCATION JUSTIFICATION

LOCATION

Wynwood, Miami is home to many murals and street art, and contains over 70 galleries and Museums. Wynwood's most famous attraction is the 'Wynwood Walls' which is a park full of decorated walls done by local artists. Surrounding these walls are local bars and restaurants as well as boutiques and neighborhood shops. Wynwood is a smaller area in Miami and is easy to walk around.

in 2019, Wynwood received 2,060,465 tourist and received \$488 million dollars from out of town visitors. The population is around 1,654 people with an average income of \$25,792. Median age is 37 and a median household of 2.6.

Wynwood has Metros station that is connected throughout the city and contains the most citibikes in Miami. It is also the most walkable area in Miami and makes it easy to shop and discover new things.



Wynwood, Miami

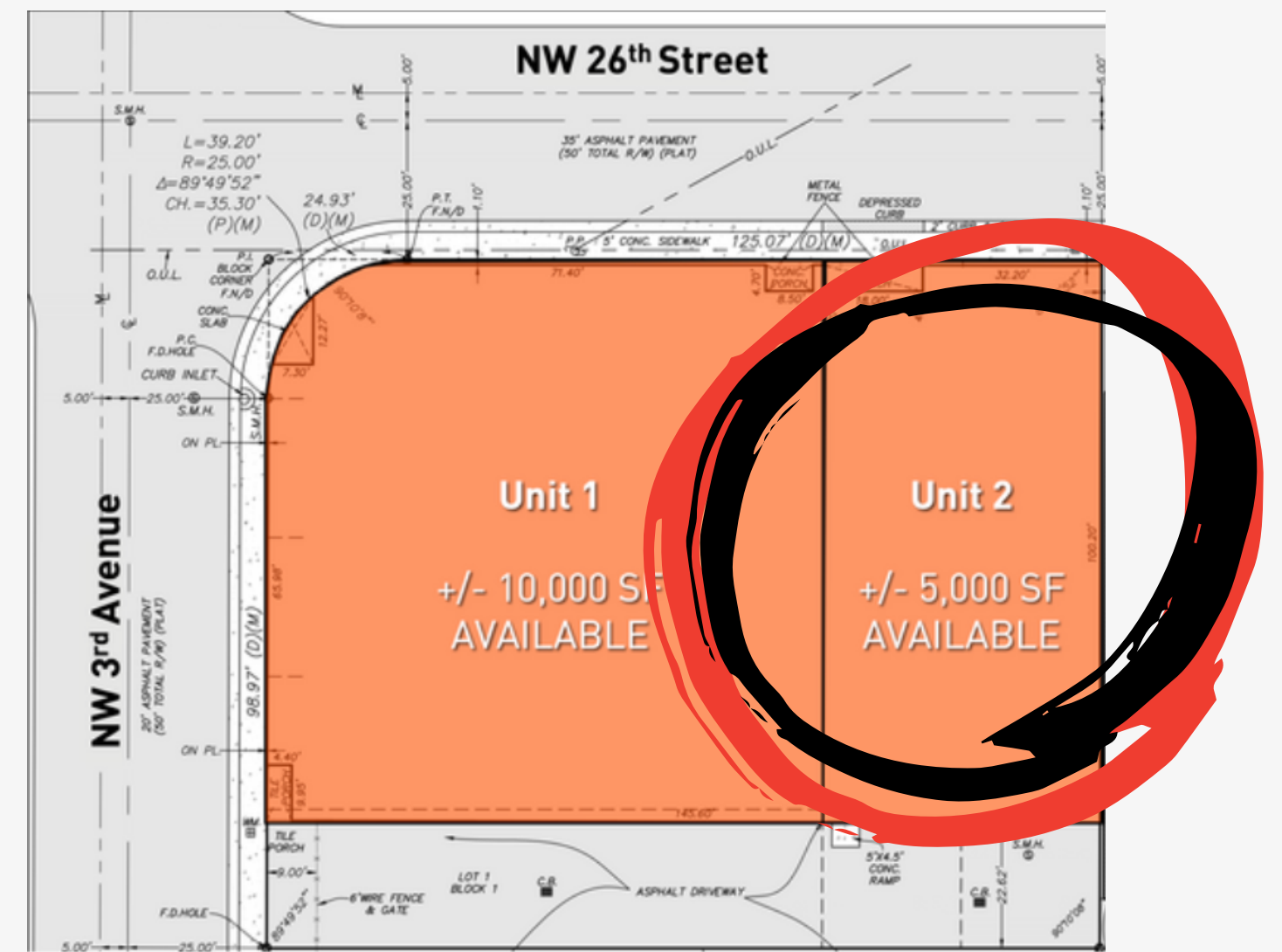
Location: 2521 NW 3rd Ave. Miami, FL 33127

Closest Attractions:

- Wynwood Walls
- Unicorn Factory
- Selfie Museum
- Midtown Boulevard
- Numerous bars & restaurants & shops.

Zoning:

- Must have completed parking form for parking and loading
- No chip, scratched, or cracks on the exterior
- Exterior must have an art display
- Must have clean, undamaged windows
- All sidewalk overhangs attached to commercial buildings shall be structurally sound and free of rust
- merchandise of the future tenant of the vacant store, public service displays or festival and current holiday displays extending as much as three feet into the vacant store shall be located in display windows
- Construction sites shall provide temporary fencing to secure the site during construction
- No person shall disturb or remove lead paint



NARS

Human Resources

Employee Schedule

NARS

- 1 Human Resource Representative
- 2 Managers
- 2 Stock workers
- 2 Front watchers
- 2 Tech Specialists
- 2 Makeup Artists
- 5 Employees working at once



Manager Schedule																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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FASM 410 Pop-Up Shop

Tech Specialist Schedule																
				15-Jun		16-Jun		17-Jun		18-Jun		19-Jun		20-Jun		21-Jun
	Tech Specialist 1			10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm
	Tech Specialist 2			3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm
				22-Jun		23-Jun		24-Jun		25-Jun		26-Jun		27-Jun		28-Jun
	Tech Specialist 1			3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm
	Tech Specialist 2			10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm
				June 29		June 30		July 1		July 2		July 3		July 4		July 5
	Tech Specialist 1			10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm
	Tech Specialist 2			3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm
				July 6		July 7		July 8		July 9		July 10		July 11		July 12
	Tech Specialist 1			3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm
	Tech Specialist 2			10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm
Stock Schedule																
				15-Jun		16-Jun		17-Jun		18-Jun		19-Jun		20-Jun		21-Jun
	Stock 1			10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm
	Stock 2			3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm
				22-Jun		23-Jun		24-Jun		25-Jun		26-Jun		27-Jun		28-Jun
	Stock 1			10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm
	Stock 2			3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm
				June 29		June 30		July 1		July 2		July 3		July 4		July 5
	Stock 1			3:30 Pm - 8:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm
	Stock 2			10:30 am -3:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm
				July 6		July 7		July 8		July 9		July 10		July 11		July 12
	Stock 1			10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm
	Stock 2			3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		10:30 am -3:30 pm		3:30 Pm - 8:30 pm		3:30 Pm - 8:30 pm

Front Watch Schedule															
				15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun					
	Front Watch 1			10:30 am -3:30 pm	10:30 am -3:30 pm	3:30 Pm - 8:30 pm	10:30 am -3:30 pm	3:30 Pm - 8:30 pm	3:30 Pm - 8:30 pm	10:30 am -3:30 pm					
	Front Watch 2			3:30 Pm - 8:30 pm	3:30 Pm - 8:30 pm	10:30 am -3:30 pm	3:30 Pm - 8:30 pm	10:30 am -3:30 pm	10:30 am -3:30 pm	3:30 Pm - 8:30 pm					
				22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun					
	Front Watch 1			10:30 am -3:30 pm	10:30 am -3:30 pm	3:30 Pm - 8:30 pm	3:30 Pm - 8:30 pm	10:30 am -3:30 pm	10:30 am -3:30 pm	3:30 Pm - 8:30 pm					
	Front Watch 2			3:30 Pm - 8:30 pm	3:30 Pm - 8:30 pm	10:30 am -3:30 pm	10:30 am -3:30 pm	3:30 Pm - 8:30 pm	3:30 Pm - 8:30 pm	10:30 am -3:30 pm					
				June 29	June 30	July 1	July 2	July 3	July 4	July 5					
	Front Watch 1			3:30 Pm - 8:30 pm	10:30 am -3:30 pm	3:30 Pm - 8:30 pm	3:30 Pm - 8:30 pm	10:30 am -3:30 pm	10:30 am -3:30 pm	10:30 am -3:30 pm					
	Front Watch 2			10:30 am -3:30 pm	3:30 Pm - 8:30 pm	10:30 am -3:30 pm	10:30 am -3:30 pm	3:30 Pm - 8:30 pm	3:30 Pm - 8:30 pm	3:30 Pm - 8:30 pm					
				July 6	July 7	July 8	July 9	July 10	July 11	July 12					
	Front Watch 1			10:30 am -3:30 pm	10:30 am -3:30 pm	3:30 Pm - 8:30 pm	3:30 Pm - 8:30 pm	3:30 Pm - 8:30 pm	10:30 am -3:30 pm	10:30 am -3:30 pm					
	Front Watch 2			3:30 Pm - 8:30 pm	3:30 Pm - 8:30 pm	10:30 am -3:30 pm	10:30 am -3:30 pm	10:30 am -3:30 pm	3:30 Pm - 8:30 pm	3:30 Pm - 8:30 pm					

Responsibilities and wages:

Manager & Assistant Manager: Overall is in charge of the pop up shop. They are the key holders and have access to the shop's financials. They responsible in contacting headquarters and keep in touch with human resources. Other responsibilities include coming up with business strategies, motivating the team, developing promotional material, and overall make sure everything runs smoothly.

Wage: \$21/hr; each manager works 35 hours a week = \$735 per week. Total Pay: \$2,940

Makeup Artists: Even though they won't be applying makeup to customers face and there are no physical testers, we will still utilize makeup artists to answer any beauty related questions and assist customers through the process of tryin makeup virtually.

Responsibilities and wages:

Tech Specialist: Responsibilities include monitoring the program and repair any glitches in the technology. Answer any questions regarding to the technology.

Stock: In charge of audits, monitoring inventory, putting product onto the floor. Will be positioned in the stock room and organize shipment.

Front Watch: Station in front of the store, scanning registration and monitoring how many people enter the store. Greets and instructs guests how the pop up shop will run.

Makeup/Stock/Tech/Front Watch wage: \$15/hr \$525 a week;
Total Payment: \$2,325

Managers Total: \$5,880

Associate Total:\$18,600

\$24,480



Assortment Plan

	Description	% to Total	Total Units	Unit Retail	Unit Cost	Total Cost	Total retail
Blush (25%)	Behave	5.0%	120	\$30.00	\$10.00	\$1,200.00	\$3,600.00
	Orgasm X	3.0%	80	\$30.00	\$10.00	\$800.00	\$2,400.00
	Orgasm	4.0%	100	\$30.00	\$10.00	\$1,000.00	\$3,000.00
	Taj Mahal	2.0%	60	\$30.00	\$10.00	\$600.00	\$1,800.00
Concealer (18%)	Shade 1	2.0%	60	\$30.00	\$10.00	\$600.00	\$1,800.00
Lipstick (23%)	Gipsy	2.0%	100	\$26.00	\$8.00	\$800.00	\$2,600.00
	Orgasm	3.0%	120	\$26.00	\$8.00	\$960.00	\$3,120.00
	Dolce Vita	2.0%	100	\$26.00	\$8.00	\$800.00	\$2,600.00
Eyeshadow Duo (16%)	Shade 1	1.0%	50	\$32.00	\$11.00	\$550.00	\$1,600.00
Multiple Stick (10%)	Orgasm	3.0%	115	\$39.00	\$14.00	\$1,610.00	\$4,485.00
TOTAL		27%	905	\$299.00	N/A	\$8,920.00	\$27,005.00

Product Category	Amount	Product %	Product Units
Blush	4	25%	360
Radiant Concealer	30	18%	1,390
Lipstick	3	22%	320
Eye Shadow Duo	16	20%	900
Multiple Stick	1	15%	115
TOTAL	54	100%	3085
*32 concealer shades			
*18 eyeshadow shades			

Gross Margin= 93%

Top 5 Products= Behave, Shade 1, Orgasm, Shade 1, Orgasm

POP-UP SHOP PROPOSAL

FASM 410 Pop-Up Shop



COSTS

Rent: \$20,833

Total Cost: \$182,541



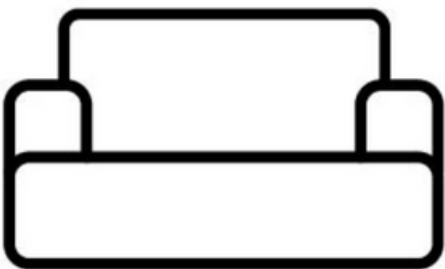
FPL

Ventilation: \$8,000

Electricity: \$218



Apple Card Readers:
\$50.00 per unit



Furniture/Decor: Is
average around \$3,000



AR Mirrors: \$30,000 per
unit



Sanitation: \$220 per
2,000 squarefoot

Launch Party Details

- Due to COVID we will be having select influencers come in at a designated time in order to experience our pop up shop party safely
- Each influencer will have to provide a negative COVID test and will be temperature checked upon arrival
- There will be 5 stations that are set 6 feet apart and covered with a COVID restriction regulated shield
- The influencers will be able to test out the new VR mirrors
- Influencers will post to their social media to create hype
- The invite will be sent to select influencers in the Miami area in an email invite
- Packaged snacks and seltzer waters will be served
- Goodie bag includes a polaroid picture of the influencer using the VR mirror, a sample of each product in the pop up shop, a NARS tote bag made from recycled materials, and a \$50 gift card
- Influencers will be taking over the NARS Instagram so that consumers can feel like they are taking part



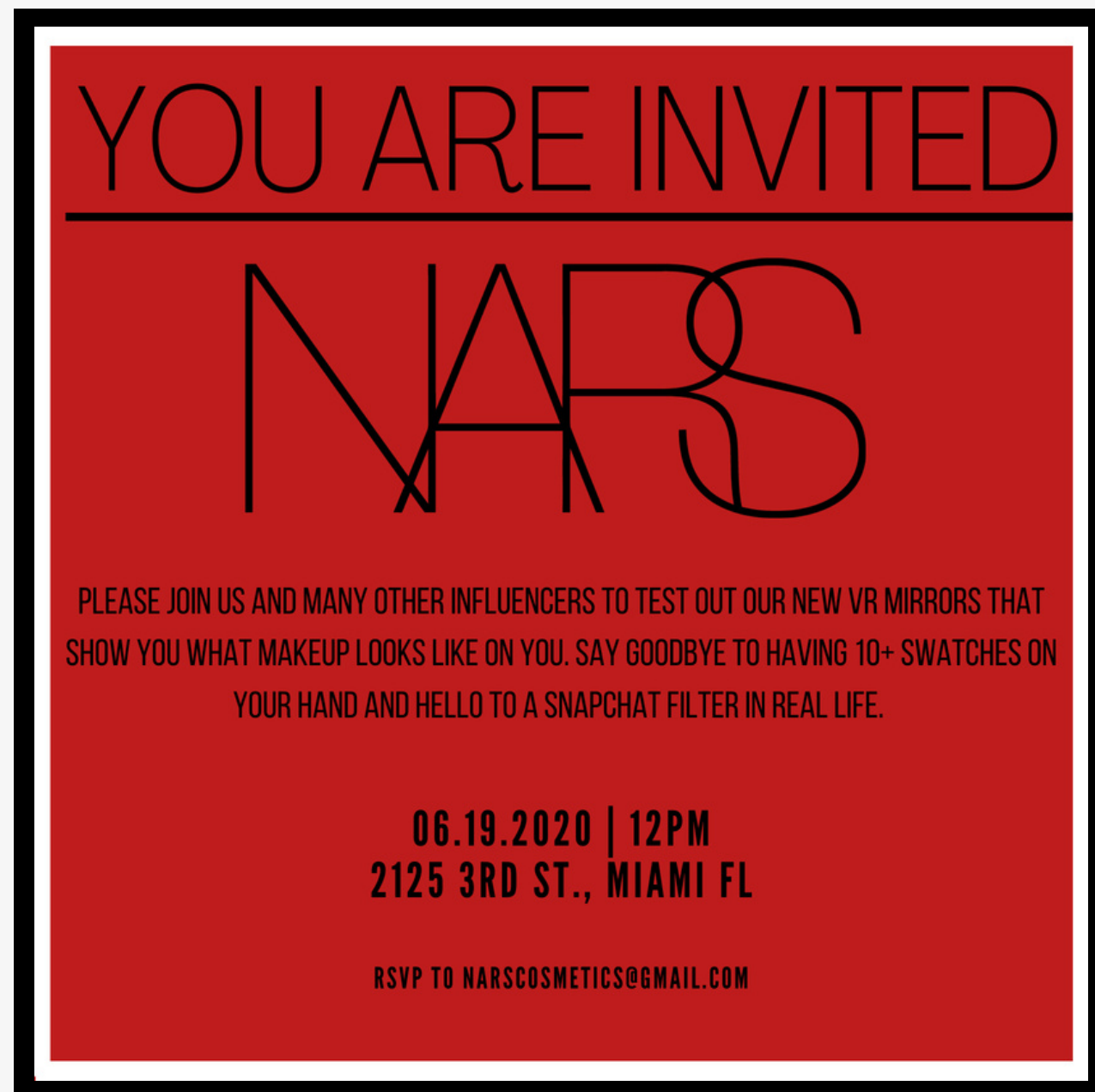
PROMOTIONAL PARTY



Promotional Plan

Promotional Party Budget				2020 June 19
COVID Safety Regulations	Number	Price		
Shield	30	\$20.00		\$600.00
Thermometer	4	\$10.00		\$40.00
Sanitizer	5	\$45.00		\$225.00
			Total:	\$865.00
Decorations	Number	Price		
Candles	5	\$15.00		\$75.00
Floral arrangement	2	\$30.00		\$60.00
Promtional signs	8	\$12.00		\$96.00
			Total:	\$231.00
Food and Drinks	Number	Price		
Seltzer Water	80	\$2.20		\$176.00
Bento Box- Vegetarian	40	\$18.00		\$720.00
Bento Box- Meat	40	\$20.00		\$800.00
Vegan Cookie	45	\$3.00		\$135.00
			Total:	\$1,831.00
Goodie Bag	Number	Price		
Polaroid Camera	1	\$69.99		\$69.99
Polaroid Picture	30	\$0.60		\$18.00
Tote Bag	40	\$20.17		\$806.80
Gift Card	30	\$50.00		\$1,500.00
Product Samples	300 (10 products for 30 people)	\$20.00		\$6,000.00
			Total:	\$8,394.79
Advertising	Number	Price		
Instagram ads	25	\$100.00		\$2,500.00
Instagram promotional clicks	5,000 clicks	.25 per click		\$12,500.00
In store ads	5	\$25.00		\$125.00
			Total:	\$15,125.00
			Grand Total:	\$26,446.79

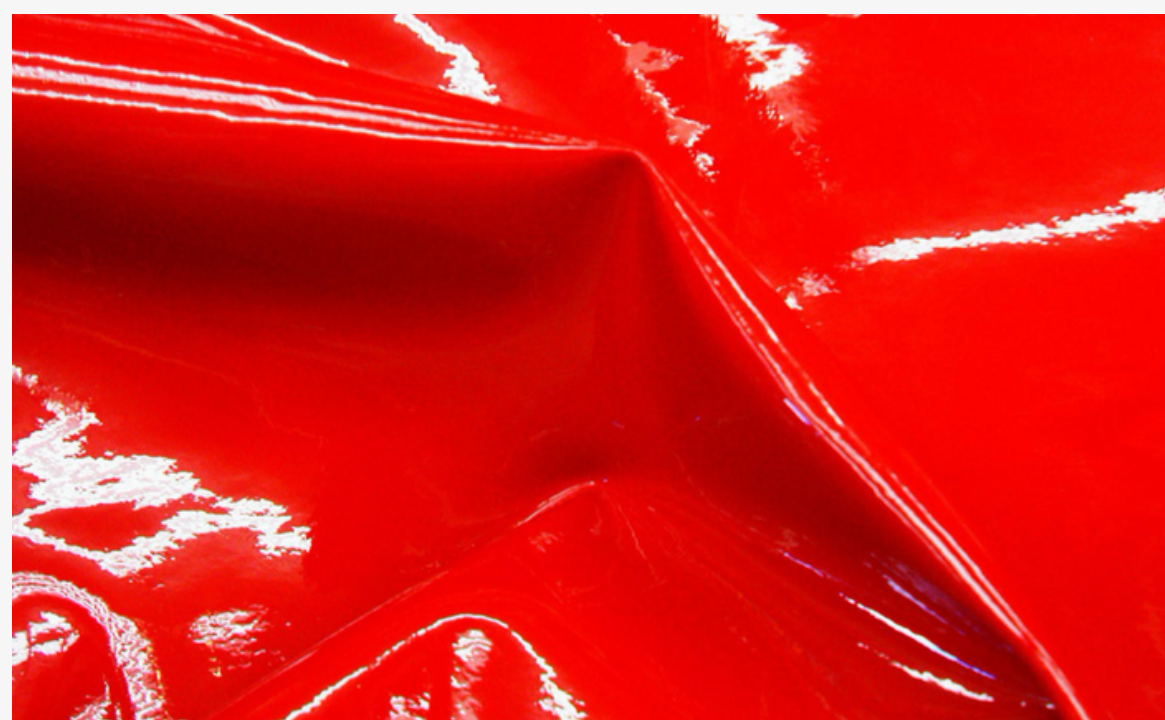
Launch Party Mockup



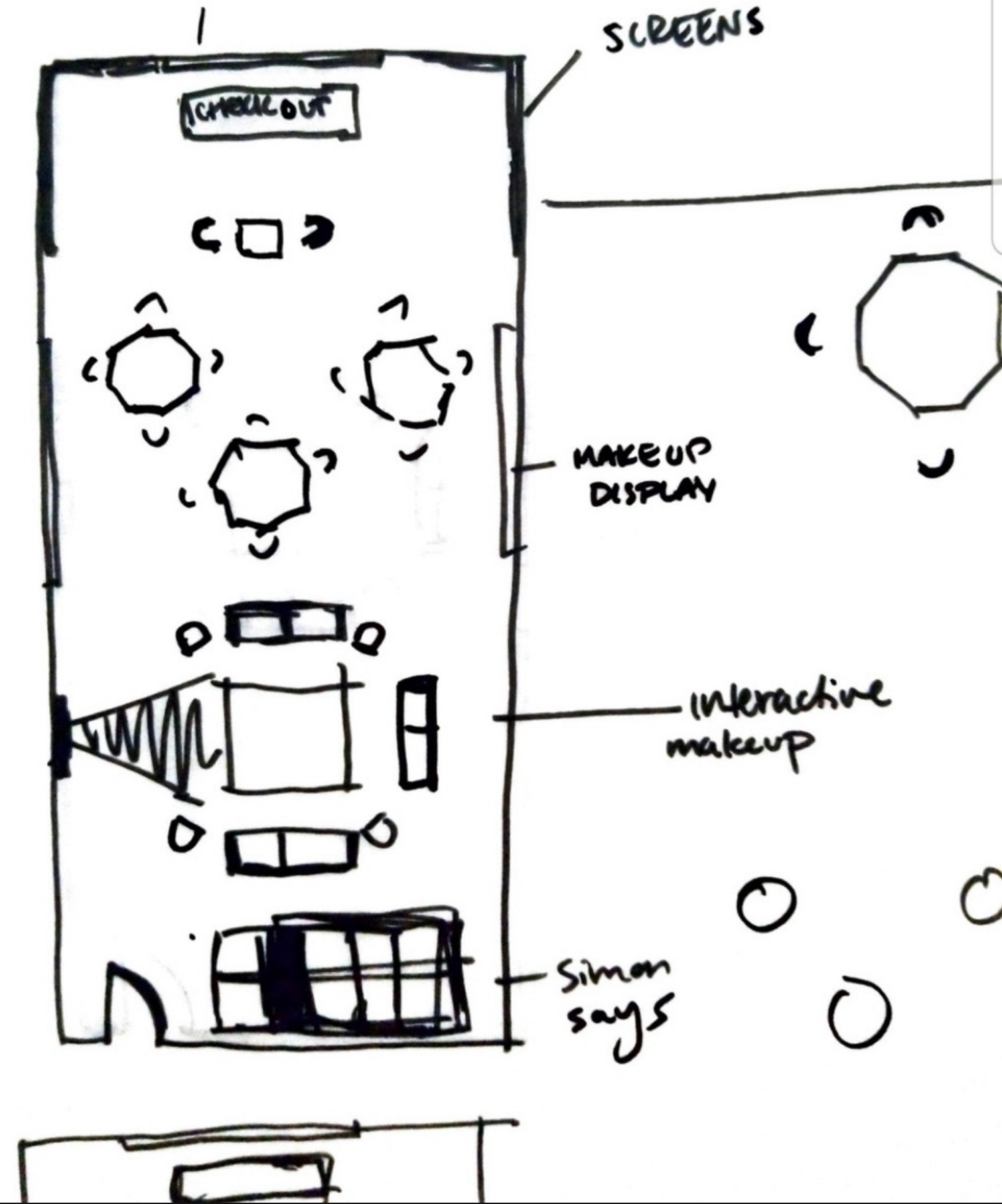
VISUAL DISPLAY DETAILS

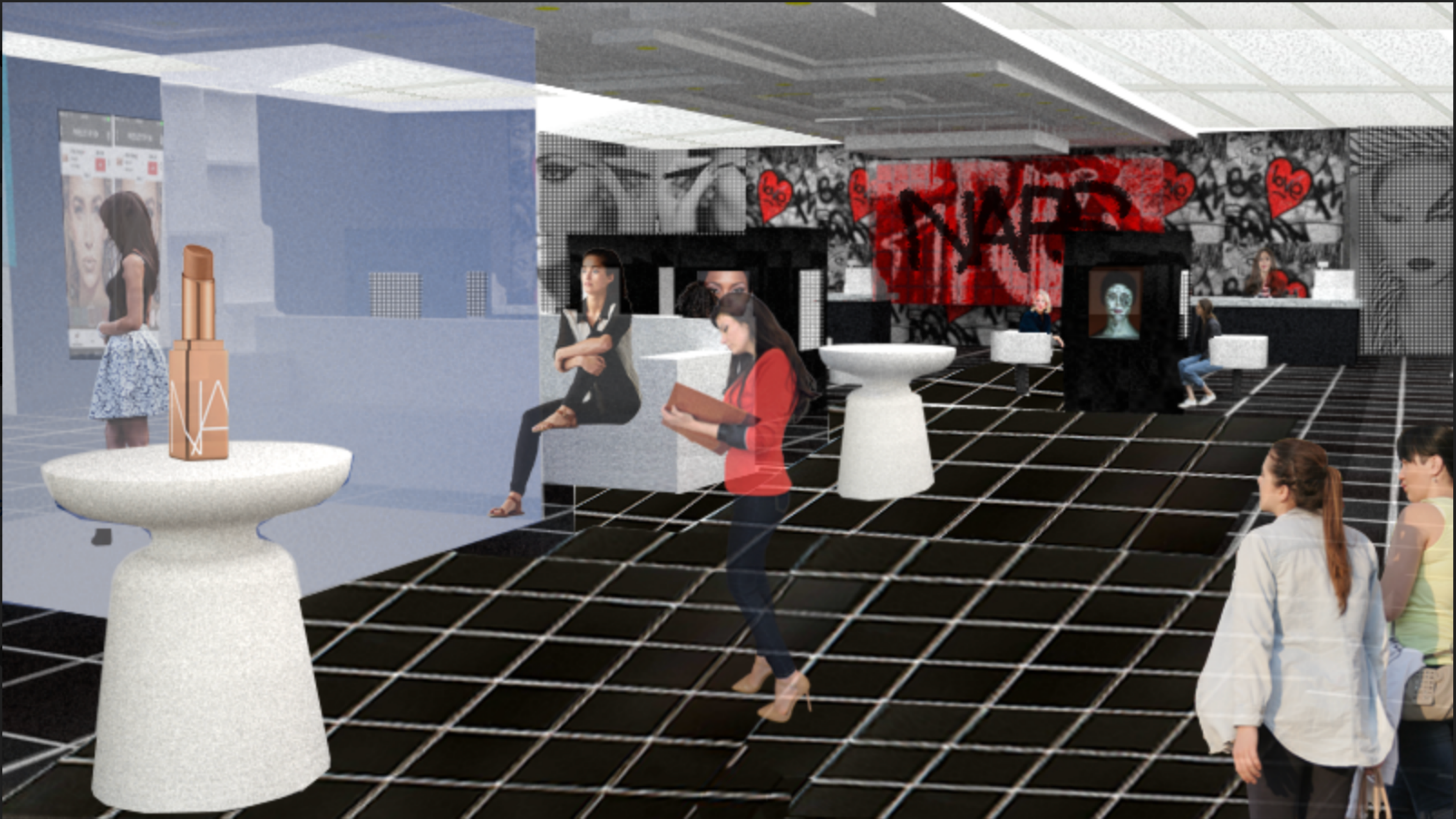


Modern. Futuristic. Paying Homage to Wynwood.



Floor Plan





GANNT CHART

GANNT CHART-OPERATIONS												
NARS Pop Up Shop												
Start Date	End Date	Description	Duration (Days)		15-Dec	15-Jan	15-Mar	15-Apr	15-May	15-Jun	15-Jul	15-Aug
12/15/20	12/20/20	Justification	5									
12/15/20	12/20/20	Dates	5									
12/15/20	1/15/21	KPI'S	32									
1/15/21	1/20/21	Product Assortment Plan	5									
1/15/21	2/2/21	Location Area Analysis	17									
1/18/21	1/25/21	Concept	7									
3/1/21	4/1/21	Expenses	31									
3/15/21	4/20/21	Staffing	36									
3/15/21	4/15/21	Objectives	31									
3/15/21	8/15/21	Social Media launch	154									
3/15/21	6/25/21	Promotional Plan	102									
4/15/21	5/15/21	Invitations	31									
4/15/21	6/14/21	Launch Party	61									
5/1/21	8/1/21	Rent	92									
6/15/21	7/15/21	Pop Up	36									
7/15/21	8/15/21	Performance Evaulation	32									

Start Date=Planning Start

End Date=Event or end date of task

Sources

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