



Alia
SKIN CARE

SICILIAN NATURAL COSMETICS

**IMPORT MARKET DEVELOPMENT
FOR YOUR COMPANY**

*PhD Debora Pollina
Alia skin care owner & founder*



BUSINESS NAME

- ALIA DI DEBORA POLLINA

BRAND NAME

- ALIA SKIN CARE

PRODUCTS

- NATURAL COSMETICS



COMPANY OBJECTIVES

- **CREATING BRAND IMAGE**
- **PROVIDING BETTER & STANDARD QUALITY PRODUCT**
- **CAPTURE A GOOD MARKET SHARE**
- **SOCIAL RESPONSIBILITY WORK**
- **PROFIT MAKING**



COMPANY MISSION

- Our mission is to invest on the territory resources and tradition, creating a 100% made in Italy natural cosmetic line.
- Our mission is broad and long term looking, based on the cosmetic consumers needs.



NEEDS

- The consumer needs are high quality and top performance
- Natural, organic and vegan ingredients
- Good fragrance
- Nice design
- Good price



OUR ACTUAL TARGET MARKET

- Organic and Natural physic and online stores
- Beauty centers
- Pharmacies

OUR MARKET SEGMENT

- Upper Middle Class & Middle Class (age range 26-65)



POSITIONING

- ALIA SKIN CARE BRAND ATTITUDE
“*Just keep your choose High, noble, sublime*” ad suggest by the meaning of the name that comes from arabian language
- POWER, ENERGY, HAPPINESS
- ADVERTISING MESSAGE “*You’ll be charming like a Italian Beauty*”



PRODUCT

➤ **SKIN CARE:** Anti aging face cream,
Nourishing cleansing cream, Face scrub and mask



➤ **BODY CARE:** Soothing body oil,
Soothing body cream



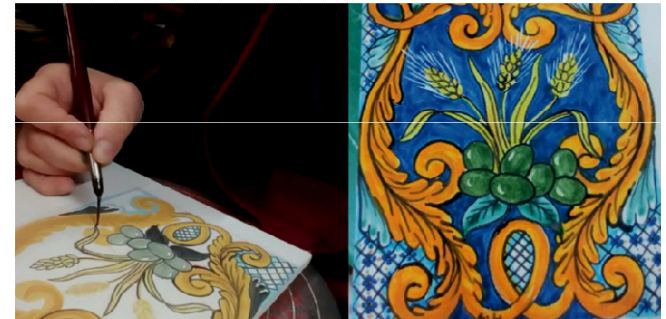
➤ **HAIR CARE :**
*Hair cream, Nourishing shampoo,
Extra gentle shampoo*





DESIGN

- FROM MAJOLIC PAINTING
- COLOURED
- ORIGINAL
- SIMPLE TO REMEMBER





QUALITY & BENEFITS

- **PERFECT FOR SENSITIVE SKIN**
- **SPECIFIC SKIN (dermatites, psoriasis, couperosis, acne)**
- **IPOALLERGENIC FRAGRANCE**
- **MULTIFUNCTIONAL PRODUCTS FOR ADULT, YOUNG, KIDS**



ITALIAN RETAIL PRICE

➤ **RANGE PRICE (18 €)**

12 € TO 26€

➤ **GOOD RATE PRICE**

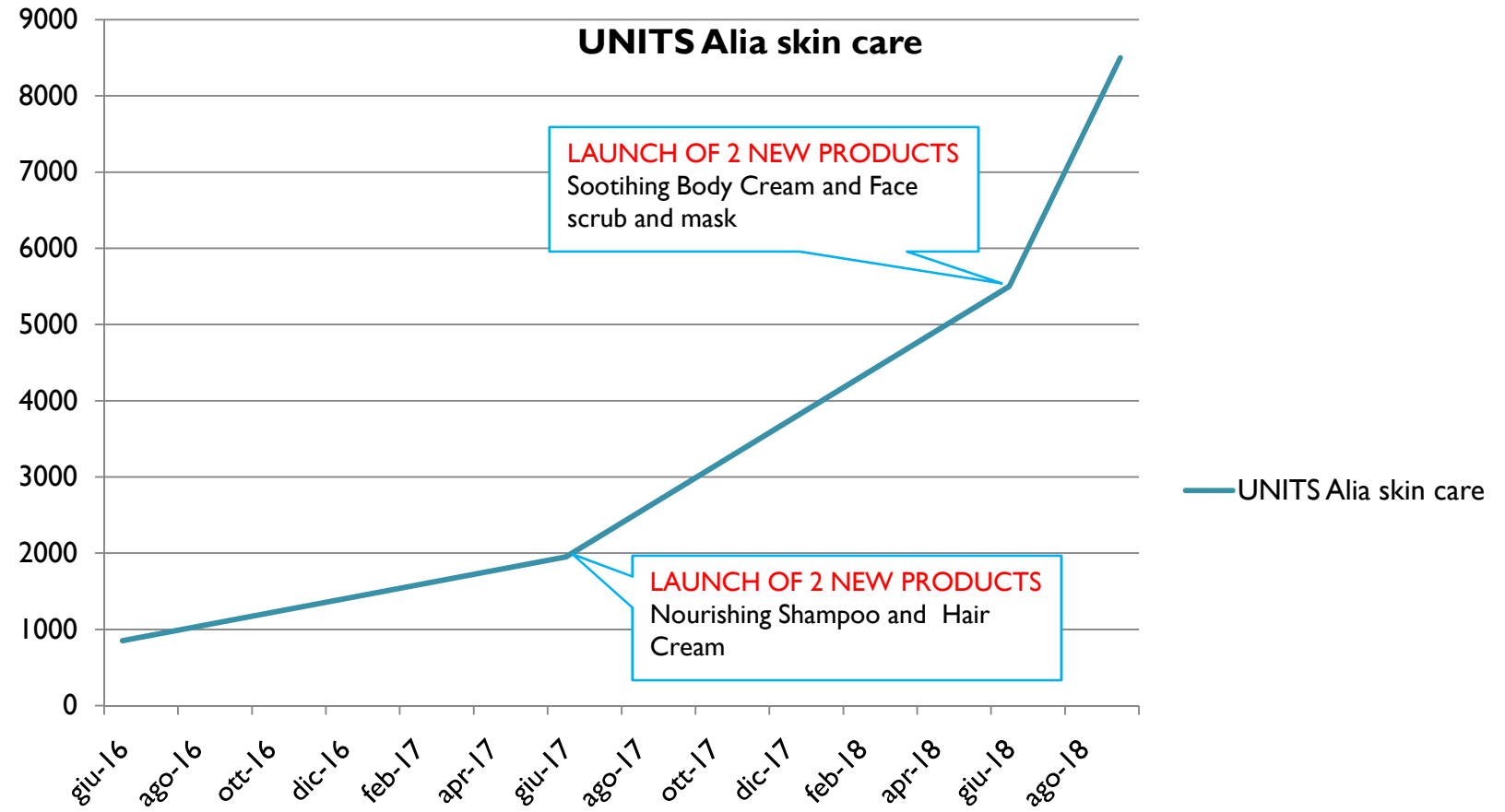


PROMOTION AND ADVERTISING

- SOCIAL NETWORK
- SAMPLING MARKETING
- INFLUENCER'S REVIEW - <https://www.vanityspaceblog.it/alia-skincare-olio-corpo-emolliente>
- CONSUMER'S REVIEW - <http://thelifeofabee.com/alia-skincare-cosmetici-naturali>
- INTERVIEW ON TV CHANNEL - <https://donesulweb.net/debora-pollina-fare-impresa-sostenibile-e-green-al-sud-si-puo>
- FAMOUS ONLINE MAGAZINE - <https://www.starbene.it/parafarmaci/alia-skin-care-olio-emoll-crp-971071372>



SALES NUMBER



Italian Market





Thanks a lot



Alia



Alia skin care

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