



DISCOVERING YOUR NICHE

Brand USP / Brand
Vision / Brand Positioning
/ Market Analysis /
Competitor Analysis /
Product Concepts /
Pricing



CRAFTING YOUR STORY

Creating your Brand
Story / Designing your
Brand Identity /
Forecasting Sales /
Business Case Analysis



BLENDING YOUR FORMULA

Sourcing your Suppliers /
Manufacturers
Ingredients / Formula
Development / Packaging
Ordering / Manufacturing



SETTING THE STAGE

Artwork / Design /
Marketing / Training /
Creating Buzz / PR /
E-Commerce /
In-Store Design



SPREADING THE WORD

Press Launch / VIP
Evenings / Tapping into
Retail / Travel Retail
Network / Retail Stores /
Pop Up Events / Trade
Shows



REVITALISING YOUR BRAND

Building Supplier
Relationships / Sourcing /
Promotional Planning /
Events / Innovating /
Future Concepts / Brand
Extensions / Brand
Relaunch