

# India Entry for a renowned Color Cosmetic Company



## Background

The market for color cosmetics is growing rapidly in India leading to the emergence of new entrants in the market. RNCOS helped one such entrant to establish itself in the Indian subcontinent. A leading Swiss cosmetics brand was looking to expand its operations in India. Since, our experts knew about the market scenarios and the challenge faced by the cosmetic industry, the team was able to provide a detailed analysis after studying the needs and preferences of the customers.

## Challenge

One of the major challenges the company was facing was to create a niche for itself in the industry as the market was already flooded with Indian as well as global brands. To gain edge over its competitors the company launched a diversified portfolio of products to cater to a larger segment. However, the right marketing strategies had to be adopted. The company started developing products keeping in mind the diverse range of skin tones present as not many companies were producing cosmetics catering to different skin tones.

## Approach

RNCOS created a tailor made market entry strategy for the cosmetic company to setup its business in India. Our experts identified the demand of the customers and provided a business plan that helped in the growth of the company. The plan included identifying the key players, conducting a SWOT analysis, deciding the procurement process and adopting the right distribution channel. The RNCOS team approached the potential partners and started monitoring the opportunities so as to provide the client with an easy access to successful India market entry.

## Result

The key insights provided by our experts helped the client lay its foundation stone in India and carry the operations smoothly and successfully. The findings and analysis helped the client in assessing the profitability and growth plans. Detailed analysis of the market enabled the client to clearly understand the market and forecast the growth opportunities.

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