

## ABSTRACT

This study analyses the marketing problems for GRACE's Young Line skincare and cosmetic products. A marketing plan is offered to overcome the problems. The study begins with a literature review on marketing philosophies and global brands of skincare and cosmetic products.

The study revealed two problems for immediate attention: distribution strategies and product strategies. The suggested solutions are: firstly, change the distribution channels from salons and perfumeries to department stores, and secondly, Fun Pack. Fun Pack combines three products into a single set. This makes it easier for customers to buy the products.

The plan has three phases. The first covers the first year, i.e. 2001. All marketing strategies focus on Fun Pack. The second covers the second to fourth years. In this phase, all 17 products of Young Line will be sold through department stores. The third phase covers the fifth year and beyond. During this period, we will sell all of GRACE's lines: Young Line, Unique Line, and Perfect Line, in department stores.

After the plan is started, we will monitor sales volumes. We will keep track of monthly and quarterly deviations of actual sales from projected sales. We can then I ways to return sales to back on track. There is a backup plan if the suggested marketing plan is not successful. However, we believe that this plan will be successful.

If the plan proposed here is implement, the results will be an increase in turnover, unit sales, and brand awareness.