

ADVT 4190 01

9/10/13

STRENGTHS

- Mary Kay is an established brand that has been around for over 50 years
- Relationship-focused
- Already have products aimed at Millennials
- Core values are commendable
- Active social media presence
- Number two on Pinterest
- A giving company that sponsors worthy causes
- Environment-conscience
- High-quality products
- Global company — 35 countries
- You get prizes if you become an IBC
- Partnerships with *Cosmopolitan* and *Seventeen*
- High commission if you are an IBC — 50%
- IBCs don't have geographical territories
- Try before you buy

WEAKNESSES

- Mary Kay's main purchasing is through personal selling
- Their website directs you to a representative
- Considered inconvenient by some
- Not very adaptable to change
- High prices for the target market
- Their average IBC is 42
- Not the most well-known beauty brand
- Not as assessable as drugstore brands
- An "old" brand

OPPORTUNITIES

- College students have the potential to make a lot of money
- Selling can be made into a profession
- Personal selling can be seen as a USP
- Can add products to their inventory

THREATS

- Competitors, like Avon, are more accessible online
- Other cheaper brands sell in drugstores
- Will never have a "brick and mortar" establishment
- Online shopping is becoming more and more popular and Mary Kay is persistent with personal selling