

VLCC Cosmetics



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INTRODUCTION

V -> vandana

L -> Luthra

C -> Curls

C -> Curves

- Form -- Private company
- Type -- Health & Wellness
- Founded year -- 1989
- Headquarter -- Gurgaon
- Key people -- Vandana luthra (founder)
Mukesh Luthra (Chairman)

Company History

- In 1989, Vandana Luthra formed a group of Transformation centre in New Delhi.
- The objective was to offer weight loss solutions and a therapeutic approach for beauty, fitness and health.
- It is among the largest chains of slimming and beauty centres across Asia.
- Spreaded its operations in India, Sri Lanka, Nepal, UAE, Saudi Arabia, Kenya etc.

Products offered by VLCC Cosmetics

- Fairness products.
- Slimming Kits and Therapy.
- Anti Ageing products.
- Hair Conditioning products.
- Acne Control products.
- Anti Allergic products.
- Hairfaal Control products.



COMPETITORS

The competitors of VLCC COSMETICS are as follows :

The logo for MAC cosmetics, featuring the word "MAC" in a bold, black, sans-serif font.The logo for green trends HAIR & STYLE SALON, with "green trends" in green and pink text and "HAIR & STYLE SALON" in smaller black text below.The logo for THE BODY SHOP, with the text "THE BODY SHOP." in a simple, black, sans-serif font.The logo for Talwalkars, featuring a stylized black "T" with a red swoosh, the name "Talwalkars" in bold black text, and the tagline "Spreading fitness since 1932" in smaller black text below.The logo for Schwarzkopf, featuring a black silhouette of a woman's head with a bun, above the name "Schwarzkopf" in a black serif font.The logo for Sylvie's Salon, with "Sylvie's" in a white serif font on a brown background and "Salon" in a white serif font on a white background.The logo for RICHLOOK, featuring a red crown icon to the left of the name "RICHLOOK" in a bold, red, sans-serif font.The logo for REVLON, with the name "REVLON" in a bold, black, sans-serif font.The logo for OLIVA, with "OLIVA" in a large, teal, serif font and "Advanced Hair & Skin Clinic" in smaller black text below.The logo for O2 SPA, featuring a stylized gold "O2" symbol above the text "O2 SPA" in a smaller gold font.The logo for Nutrisense, featuring a small green leaf icon above the name "Nutrisense" in a black serif font.The logo for All Day, featuring a circular emblem with a stylized figure inside, above the name "All Day" in a pink, sans-serif font.

TARGET AUDIENCE

The target audience of VLCC COSMETICS include
:

- * Teenagers
- * Youths
- * Brides
- * Working Women
- * Fitness oriented people

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1.



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FOR MEN AND WOMEN

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Lose upto 5 kgs at ₹4999/-*

Hetal
Lost 52kgs.

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SMS <VLCC SLIM> to 56161 | www.vlccwellness.com

VLCC now also at Malviya Nagar!
C-51, 1st Floor, Main Market, Malviya Nagar (Near Laxmi Narayan Temple) | 011-41033959, 26687333/444.

DELHI: SOUTH: South Extension Part II: 8744051969, 26262075/ 76/ 77. Safdarjung Enclave: 8744051962, 26182075/ 76. New Friends Colony: 26318884/ 85/ 86. Greater Kailash-II: 8744051953, 41631975/ 76, 41632463/ 84, 2644051954, 264411061, 41573052. Punjabi Bagh:

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2.

go take CHARGE VLCC

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Now any day could be a Facial day.

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VLCC FACIAL KIT

Get that parlour-like glow at home in just **6 steps**

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Natural
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PRE FACIAL
Remove dead skin cells
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GOLD OIL
Moisturises skin cells

GOLD CREAM
Tightens Collagen

MID TREAT
Make skin softer

POST FACIAL
Moisturise skin

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A complete 6 step "Do it yourself" facial system

Effective results
Made from natural extracts
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Available at all leading retail

TOUCH OF SCIENCE

Strategies of VLCC Cosmetics

4Ps BECOMES 4Cs

Product

Customer solution

Price

Customer Cost

Place

Convenience

Promotion

Communication

Customer Loyalty Programme

- VLCC follows the following Loyalty programmes:
 - 1. Way of Life: -**
 - ✓ A Reward program related to beauty needs.
 - ✓ Focuses on regular customers and their family.
 - ✓ Provides extra benefits at no additional cost.
 - ✓ It supports referrals and recommendations from existing customers.

2. Family Cards

- ✓ Provides Beauty services for the entire family throughout the year.
- ✓ Also provides flat discount on Slimming and Beauty packages.
- ✓ This card is valid upto a period of 6 Months.



THANK YOU