

Market research is below in the 2 page.

SL: Still looking for that lipstick?

Hi Name,

How long have you been looking for a makeup brand that suits your skin and is vegan/cruelty-free?

Buying from all these different companies and spending a lot of money is not your only choice anymore.

Try first, then decide if you want to buy or not. This is what we do with our customers.

We understand that the only and easiest method for our customers to know if our products fit their skin or not is by trying them.

Just choose the products you want, and we will give you samples that you want to try for **FREE**.

[Click here if you don't want to waste money anymore](#)

Market Research Template

Who exactly are we talking to? Women who are looking for vegan/cruelty-free makeup

What kind of people are we talking to?

- Men or Women? Women
- Approximate Age range? 18-45 years old
- Occupation? Doesn't matter
- Income level? \$1500+
- Geographical location? Depends on the company

Painful Current State

- What are they afraid of? They are afraid that using bad-quality makeup will harm their skin in the long run, and they also don't want to buy from companies that aren't vegan/cruelty-free.
- What are they angry about? Who are they angry at? They are angry about using animals to taste the products, they are angry about the companies who harm animals for their own benefit.
- What are their top daily frustrations? Finding good makeup to suit their skin.
- What are they embarrassed about? Not looking good with the makeup.
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems? They feel frustrated and others think that they are overcomplicating things.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? I have been trying to find a good product to fit my skin, but none of the companies I tried fit me well.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like? That would be finding the perfect makeup product that fits their skin well, they would look prettier.
- Who do they want to impress? People around them, and themselves.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? They would be happier and they would feel better using vegan/cruelty-free products.

- If they were to describe their dreams and desires to a friend over dinner, what would they say? I finally found products that suit my skin and they are vegan/cruelty-free too.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? They think that they should try more products until they fix the problem, and some of them think that they don't need makeup to look good.

- Who do they blame for their current problems and frustrations? No one.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past? They tried different companies before but they didn't find the solution to their problem, they think that it's just how it goes, and not every makeup product will suit them.

- How do they evaluate and decide if a solution is going to work or not? Try the product.

- What figures or brands in the space do they respect and why? L'oreal, because it's a famous brand.

- What character traits do they value in themselves and others? Choosing vegan/cruelty-free products.

- What character traits do they despise in themselves and others? Not choosing vegan/cruelty-free products.

- What trends in the market are they aware of? What do they think about these trends? Don't know yet.

I AM STILL IMPROVING THE MARKET RESEARCH TEMPLATE.

