

# Intervention project for Meryem Ann's entrepreneurship to enhance its commercialization in the national market

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2024-05

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# "INTERVENTION PROJECT FOR MERYEM ANN'S ENTREPRENEURSHIP TO ENHANCE ITS COMMERCIALIZATION IN THE NATIONAL MARKET."

**Meryem Ann**, the mother goddess in Turkey known in Mexico as **Tonantzin**

## HOW DOES MERYEM ANN EMERGE?

The founder, Adriana Rodríguez Estrella, after suffering an accident and battling the side effects of prescribed antidepressants, decided to seek alternatives to improve her well-being without relying on medications that would affect her health. With the knowledge acquired as a Bachelor of Herbalism and Phytotherapy, she decides to start a business by developing alternative products of natural origin.

Innovative proposal for alternative cosmetics, focused on creating products that promote physical and emotional well-being through the use of natural ingredients, ancestral healing techniques, and sustainable processes.



## PROBLEMATIC

The entrepreneurship of 'Meryem Ann' in the national market is limited by various causes: - Lack of effective reach and penetration strategies - Absence of logistical controls in its production and clarity in its value proposition - Poor marketing strategy on social networks and lack of a strong brand identity - Unfamiliarity with required health regulations - Lack of its own legal and fiscal personality. All of the above hinders its expansion in the commercialization of its products in alternative markets.



## GENERAL OBJECTIVE

Generate a proposal that supports Adriana Rodríguez Estrella's entrepreneurship to enhance future positioning and sales in the national market through comprehensive marketing strategies, product certification, and optimization of internal processes. This will strengthen the brand presence and effectively address the needs of the local market. Additionally, having legal and fiscal personality will facilitate the conduct of commercial activities nationwide, generating a significant impact and ensuring market relevance.



## PROPOSALS

- Establish an appropriate tax regime for the company.
- Propose purchasing monitoring processes, loyalty programs, and after-sales service.
- Recommend performance measurement tools in the areas of production, logistics, suppliers, and sales.
- Design a BCG matrix for its products.
- Identify the requirements and health procedures that the eye cream must comply with.
- Suggest health certification and labeling restructuring.
- Register the brand with the Mexican Institute of Industrial Property.
- Analyze sales channels.
- Suggest tools to enhance its performance.
- Identify the target market.

