

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

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SEMINARIO DE SÍNTESIS Y EVALUACIÓN III

PROYECTO INTEGRAL DE COMERCIO

TRABAJO FINAL

MERYEM ANN “La reconexión con la naturaleza a través de cosméticos alternativos

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Abstract

This research project, developed by students from the Universidad Iberoamericana Puebla, has as its main objective to analyze and propose concrete actions for the growth and progress of the Meryemm Ann company. With a comprehensive approach, various key aspects that impact the development and competitiveness of the company in the alternative cosmetics market will be addressed.

Trademark registration: The Meryemm Ann brand registration process will be examined to ensure its legal protection and recognition in the market. This involves evaluating the viability of the trademark, investigating potential name conflicts, and following appropriate legal procedures to ensure proper registration.

Market Strategies: Marketing and merchandising strategies will be developed that promote the Meryemm Ann brand and its products effectively. This will include identifying target market segments, brand differentiation, selecting appropriate distribution channels and creating promotional campaigns that highlight the values and benefits of natural products.

National market research: A thorough national market research will be carried out to understand consumer trends, preferences and needs in relation to alternative cosmetics. This will provide valuable information for strategic decision making and the development of new products that meet market demands.

Product certification: The certification process for Meryemm Ann's naturopathic products will be analyzed to guarantee their compliance with established regulations and quality standards. This may include obtaining organic, fair trade or other relevant certifications that support the quality and authenticity of the products.

Optimization of internal processes: The internal processes of the Meryemm Ann company will be evaluated and improved to increase their efficiency and productivity. This may involve implementing innovative technologies, training staff, and reviewing management and operational practices to ensure the smooth and profitable operation of the business.

The theoretical framework of the research will be based on historical-contextual, methodological and normative dimensions, using reliable information, background and historical data of the company.

Keywords: "Alternative Cosmetics", "Plant Actives", "Market and Marketing Strategies", and "Reiki" to enrich the analysis and understanding of the naturopathic cosmetics industry.