



Sleek

WAKEUP

ELISHIA WILLIAMS

- Company History
 - Product Range
 - Current Consumer
- Company Market Position
 - Company Turnover
 - Media Strategies
- Contemporary News
- Key Players Of Company
 - Chosen Job Role
 - Conclusion

Structure Of Presentation

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- English brand of products designed for women of colour
- Established in 1989 originally as a cosmetics company
- 1993 the company diversified into the Ethnic hair extensions market
- Expanded to from concessions in ethnic beauty supply stores to high street stores such as Boots and Superdrug
- Since the expansion and re-launch rebranded as catering to all races
- Sleek is highly successful overseas now international
- Currently Sleek Makeup is the leading brand of cosmetics on the Ghanaian market

Background History

The logo for Sleek Makeup features the word "Sleek" in a large, flowing, pink cursive font. Below it, the word "MAKEUP" is written in a smaller, black, uppercase, sans-serif font.

'Sleek Makeup knows the importance of looking and feeling good in your own skin. That's why we're the only high-street makeup brand with a whopping 30 shades of foundation. We comprehensively and honestly cater for all skin tones, with fashion-forward and innovative products at truly affordable prices.'

Company Ethos





- Female
- Aged between 14-60
- Existing consumers.
- Consumers who currently purchase another brand of makeup.
- Women who have make up needs that are not catered for in the current market.
- Looking for affordable quality makeup products.

Target Consumer



- Universal brand with affordable prices and quality products
- 25 employees
- £3.5m turnover
- £1.5m revenue from make up
- Beginning to evolve but compared to competitor Maybelline is behind
- Expanding into other products like Maybelline
- Maybelline turnover is £14.5billion

Company Market Position/7

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- Used to be solely in ethnic magazine through ads and live events.
- Expanded to social medias such as
- Twitter
- Facebook
- Involvement of Youtube bloggers
- Blog

Social Media Strategie:

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Sleek MakeUP

@SleekMakeUP

Makeup for all skin tones - Bringing you fashion inspired innovation and affordable quality!

London, UK · <http://www.sleekmakeup.com>

7,972
TWEETS

691
FOLLOWING

33,345
FOLLOWERS

Follow

Tweets



Sleek MakeUP @SleekMakeUP

18 hrs

@Teeny89 @NayaRivera Totally does! As always... ;)

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Sleek MakeUP @SleekMakeUP

18 hrs

@NayaRivera @ the 2013 PlayFest rockin' monochrome trend with luscious red lips. We love it ♥ tinyurl.com/bmj2gyw

pic.twitter.com/RV0K9bKySf

[View photo](#)



Sleek MakeUP @SleekMakeUP

19 hrs

Good morning! pic.twitter.com/ky7AN5moE1

[View photo](#)



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Mar 8

A GREAT weekend to all you lovely ladies! Enjoy the rest of our day and be happy! ♥ #HappyInternationalWomensDay

pic.twitter.com/a1bN6dgP9N

be beautiful

**BLEMISH
BALM**



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Sweet like chocolate on V-Day...

Thursday, 14 February 2013 15:48:18 Europe/London

Valentines Day - what does it mean to you? To us here at Sleek MakeUP HQ, Valentines Day definitely means a couple of things...

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To Brow or not to brow?

Wednesday, 6 February 2013 13:37:00 Europe/London

Brows are a much debated topic here at Sleek MakeUP HQ. How dark should they be? What shape? Do we really need to fill in our brows?! The resounding answer is...

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flick it EYELINER

All it takes is one flick!



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Like

Message



Health/Beauty

Sleek MakeUP comprehensively and honestly caters for all skin tones, with fashion-forward and innovative products at truly affordable prices.

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Oh, Valentine's...
-shaped chocolates

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Sleek MakeUP

11 hours ago

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Karen Allen

Guess what? I've started my own business, and its all about...
2 hours ago



Bry Patrickson

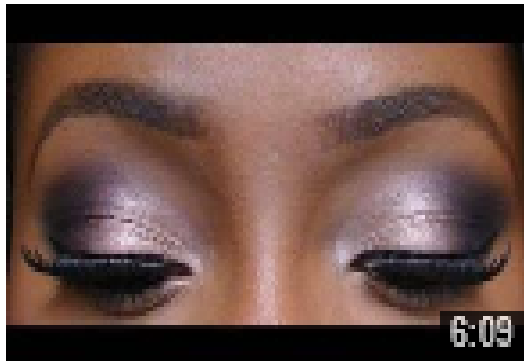
I've only just found your makeup range and I'm totally exci...
5 hours ago



Sleek "Bad Girl" Makeup Tutorial

by JamaicanMakeUpArtist · 11 months ago · 57,427 views

SHOP TOUR: <http://m.youtube.com/watch?gl=US&hl=en&client=mv-rim&v=>

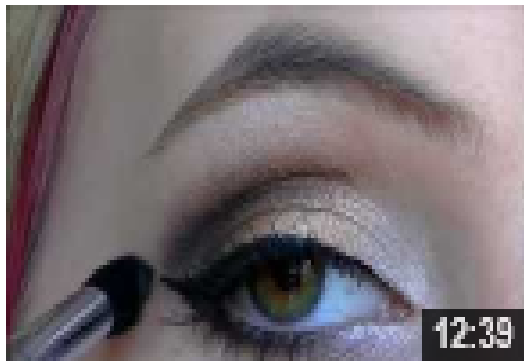


Sleek Oh So Special 'A Touch Of Smoke' Makeup Tutorial

by beautybyjj · 1 year ago · 39,578 views

PRODUCTS USED Revlon Colorstay & Photoready Foundation - Cappuccino

HD



Makeup Tutorial: Sleek Storm Eyeshadow Palette & Blush by 3 (lace)-2 lip options

by Ash4makeup · 9 months ago · 6,787 views

Hi everyone Hope you enjoyed this tutorial:) Products used: Foundation: Makeup

HD

- Has a virtual makeup application on line
- In the process of developing rainproof line
- Collaborated with British fashion house PPQ for London Fashion Week 2011

Contemporary News

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- Dennis Tharratt - CEO
- Patrick Mcparland- Co-Founder
- Taniqua Bennett - International Marketing Manager

Key Players In Company



- Draft press releases
- Monitoring the media
- Assisting in the organisation of events
- Day to day administrative running of the press office
- Updating contact database
- Ensuring press releases and announcements are issued to relevant audiences in a timely manner
- Maintain and update events schedule

Chosen Job Rule-
PR Assistant

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- Experience in Administrative role
- Experienced in database management
- Full clean driving licence
- Ability to work well under pressure and unsupervised
- Strong interest in beauty and fashion
- Internet and computer savvy

Transferable Skills

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- Interested in learning about the cosmetics sector
- Personally use some products
- Sleek has successfully re-launched
- Room to expand further
- Vast amount of elements to job role

Evaluation

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Thank you for listening.
Any Questions?



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