

Fashion Business and Promotion

International retailing: FAS5045

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‘Internationalising Kylie Cosmetics to the UK’

Reflective Report

This report will follow Gibb's reflective model (University, 2019) to assess my personal development. I will be talking about what was expected from me by the project, my thoughts and feelings throughout as well as an analysis and evaluation of my development and how I can improve from this both personally and academically.

Firstly, coming from PR & Marketing, I was feeling apprehensive. I did not enjoy the project as much as I thought I would which disappointed me, however after the briefing I am feeling positive and confident.

Straight away this module sparked my interest, surprisingly since this was not one of the modules I was looking forward to. From the briefing I had an industry in mind, this being the beauty industry. From here Sephora and Kylie Cosmetics were the two brands that I automatically wanted to explore further.

I had the idea to expand into the UK as I have always wanted these brands widely accessible for myself. However, I was not informed on what the UK beauty industry was performing like hence me going to develop my research further. After going away and seeing that there was a gap in the UK market, I had my market chosen. Looking further into both into brands, I found that brands stocked in Sephora were already stocked in the UK thereby not making this the best strategic move.

This brought me to looking into Kylie Cosmetics. I have previously ordered from Kylie Cosmetics and I was personally obsessed with her products. I liked the products but was left disappointed with being charged from customs- this was not something that expected when ordering the product. After conversations with my peers, I found they equally loved the product but like myself did not like the price tag given my customs.

During the first Friday session with Mike, I gathered a better understanding of the implications moving brands into MEDCs and LEDCs. From this lecture I feel as though internationalising Kylie Cosmetics to the UK was cemented as I did not feel Kylie Cosmetics expanding anywhere else would not be beneficial move since she has yet to expand further than the USA.

As well as this Kylie Cosmetics has a product that is desirable due to the name and face behind it as well as the highly recommended reviews from bloggers and influencers.

After the academic writing was the lecture given, I was slightly nervous. My writing holds a laid-back tone rather than a professional and formal, which worries me in this project. However, tips given such as how to structure using no contractions given by Annette has made me feel more at ease.

Throughout the project I did set myself targets to achieve by the end of the week. Targets included objectives such as “find statistics and facts on the beauty industry in the UK” and “find research about Kylie Cosmetics- this including suppliers and its main competitors”. I did struggle however to find information on the brand due to it being a relatively new company to the industry.

During the project, I enjoyed learning about the different types of entry methods that a business can partake in when internationalising into a new country. I knew that there was a vast amount of ways, but I was not aware of what the types of launches each entry method had and what impact this would have on the business.

This information given to me by Mike, gave me a lot of factors to consider in regard to what would be better for my brand. Originally, I thought a pop up and website would be beneficial for Kylie Cosmetics as this is what the company has done in the USA but looking at what she sells and what her competitors were doing, a concession in a department store had proven to be the best type of launch for the business in the UK. This lecture in particular encouraged me to look into my internationalising plan on a deeper scope.

During the project I feel as though I was able to excel at the justification for my chosen location. I think this was because I have been able to learn about an industry in my home market and how well it is doing in comparison to other markets in the UK. Before my research I was expecting to see a decline in the industry just like what is happening for fashion brands on the UK high street. It was nice to see that traditional shopping for makeup was still prominent.

In response to Gibbs reflective cycle, before the Christmas break, I felt extremely motivated as aspects throughout the project, and the information that I gathered corresponded with what I learnt during my time doing business at A-Level. I am not the most creative individual so when I came to Birmingham City University and chose this course I was excited that this was not just a creative course and aspects of business were involved, but after Christmas I became extremely unmotivated. I think this was because we had a sufficient amount of time to reflect on how the year had gone and what could be done in the new year. Having this period allowed me to take time away from work in hopes I could come back refreshed. This took just under a couple of weeks to get myself back into the project, however if I were to do this again, I would definitely commit to getting certain aspects of the project done during the time we had off, so I would not need to stress about them on a later date.

Reflecting on Kolbs four staged learning theory (1974) (Simplypsychology.org, 2019) I have definitely been able to identify new learning experiences. A new experience that I have learnt during this project is using academic sources rather than using basic internet sources. By having this requirement on the brief, it has made me widen my search for reliable sources. Even though I found this factor difficult at the beginning of the project, the more I used sites such as Mintel, it became easier. This was because I began to understand how to get around the site. As well as this, I also learnt how to scope out important information rather than putting in a heavy content. By learning this, has allowed me to keep within the word count.

Another experience that I have learnt from this project is my time management. At the beginning of the project I feel as though my time management was used extremely efficiently thereby being able to make decisions regarding my chosen brand and my location. However, as mentioned previously, coming back after Christmas caused me to lose motivation thus losing out on time that could have been spent writing. I think if I would have used my time during this period differently and been more efficient, I would have been less stressed towards the end of the project which would have had me not feeling rushed in some aspects of the project. If I were to do this project again in the future, I would continue to set myself weekly targets like I did at the start of the project. This was a good way to stay on top of

goals and on-going to tasks and I definitely should have continued doing this. Looking back, it was something that was definitely efficient, and time spent well.

One of the aspects that I enjoyed the most was coming up with the concept and idea about what was going to include when launching Kylie Cosmetics in the UK. Originally, I just wanted to bring the best sellers of her brand to the UK but after reflection I thought it was best corresponding with what Kylie Cosmetics does already such as collaborations with her sisters. From this information an exclusive UK collection that can be bought in Selfridges would get consumers excited in the store and excited for the launch.

Overall, I think that I have enjoyed this project. It was different to what expected, and I have had to push my-self when finding relevant research to use whilst still keeping within the word count. Writing this report has given me thoughts to think about and theories to consider when I have to write one in my final year.

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