

STAIR

— appeal —

LIH CONSULTING

CASE STUDY:

BRAND STRATEGY | BRAND ASSETS | WEB DESIGN | BUSINESS PLAN AND MODEL
DEVELOPMENT | PRODUCT ROADMAPING | PRODUCT PACKAGING DEVELOPMENT

OVERVIEW

PROJECT OVERVIEW:

Our team provided a range of services, including strategic consulting, brand strategy, brand design, web design, business plan writing, business model strategy, and product design, to Starr Appeal from December 2020 to June 2021. The project focused on launching a primary e-commerce brand that catered to the luxury, clinical skincare market.

CLIENT DESCRIPTION:

Starr Appeal is a luxury skincare brand that values natural ingredients and employs a clinical approach to create effective, luxurious skincare products.

SCOPE OF WORK:

We began by providing coaching and consulting services to develop a comprehensive strategy for the project in late December 2020. Next, we provided brand and web development services, completing both by early June 2021. We then continued to work with the client, offering consultancy and project management support in business plan writing, business model development, product structuring, and day-to-day operations.

RESULTS:

Our team successfully launched Starr Appeal, meeting all project deliverables and design goals. Through our strategic consulting, brand strategy, and design services, we helped the client establish a strong brand identity and a user-friendly e-commerce platform. Our business plan writing and model strategy services enabled the client to identify opportunities and risks in the market and develop a sound business model. The product design services we provided helped the client create a line of effective, high-quality skincare products that resonated with their target audience. As a result, Starr Appeal successfully entered the market and established a loyal customer base.





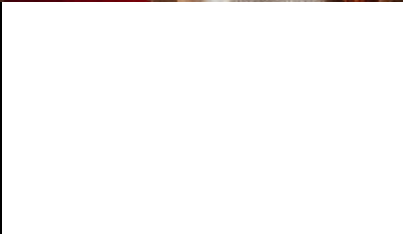
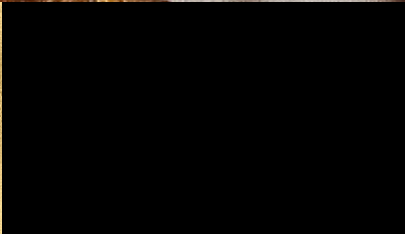
Brand Design

Our team started with extensive research on the target audience and the competitive landscape to create a brand that stood out. We designed a logo and visual identity that was elegant, sophisticated, and reflected the natural yet luxuriant essence of the brand and its ingredients used in the products. The brand colors, typography, and imagery were carefully selected to create a modern opulence look and feel that aligned with the client's vision.



LUXURIANT

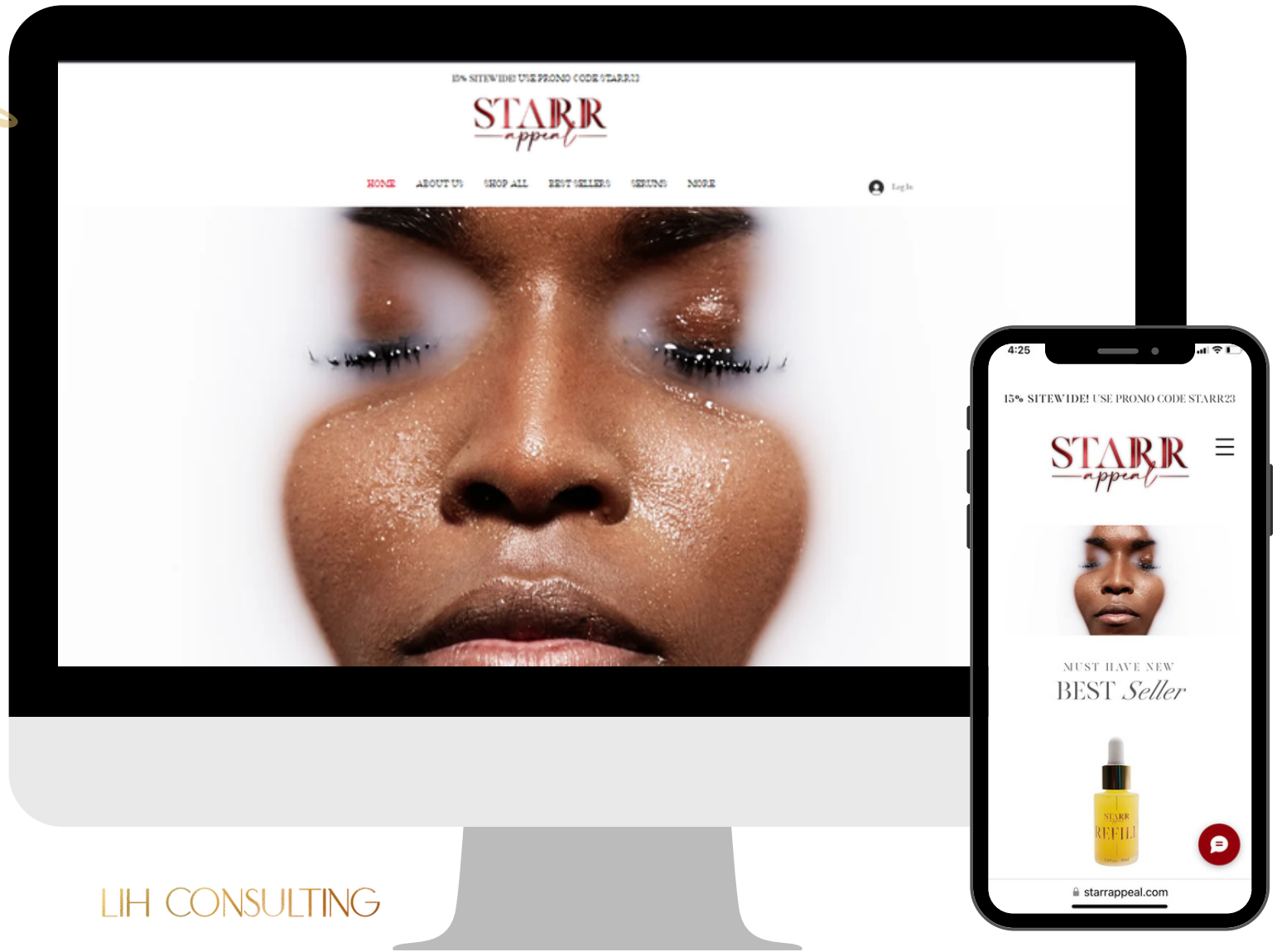
Sophistication



WEBSITE DESIGN

The website design was a crucial component of this project, as it was the primary platform for selling the products. Our team designed a website that was user-friendly, visually appealing, and easy to navigate. We created high-quality product images, a simple checkout process, and integrated social media channels to enhance brand awareness and customer engagement. Click Below to view website.

web design



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BUSINESS PLAN WRITING AND BUSINESS MODEL STRATEGY

Our team worked closely with the client to develop a comprehensive business plan that outlined the company's goals, financial projections, and marketing strategies. We conducted market research and analyzed the competition to identify opportunities and risks in the luxury skincare market. Our team also developed a business model strategy that aligned with the client's goals and objectives.





PRODUCT ROADMAP

Our team developed a product roadmap that identified the product categories, product lines, lifecycles and packaging designs that would resonate with the target audience. We conducted research on the latest skincare trends and ingredients to create a product line that was innovative, effective, and met the client's quality standards.

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PRODUCT PACKAGING DESIGN

Our team created a product packaging design that was consistent with the brand identity and reflected the luxury and quality of the products. We used high-quality materials and finishes to create a premium look and feel that set the products apart from the competition.

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RESULTS

The client was delighted with the final deliverables, which included a strong brand identity, a user-friendly website, a comprehensive business plan, a solid business model strategy, an innovative product roadmap, and premium product packaging. The client successfully launched the brand and received positive feedback from customers and industry experts. The brand quickly gained traction and established a loyal following, leading to increased sales and revenue.