



Shadab Enterprises

Professional makeup and beauty products



A Shadab Enterprises came into existence in 1989 with its Head Office in Karachi, and has its regional office in Lahore and Zonal offices in all the major cities of Pakistan.

The company is lead by the Director with high entrepreneurial skills, combined with expertise of professionals in the field of Marketing, Sales, SC, technical, HR & Finance.

Shadab Enterprises is one of the leading importer, marketer & distributor of Int'l European and American brands in Cosmetic and Personal Care category. The company realized the growth potential as the big opportunity in the country and hence over the years expanded its portfolio. Shadab Enterprises has a robust distribution network comprising of around 8 distributors in more than 11 cities.





The company also has coverage of the major segment of Beauty Salons & Men's Salons all over Pakistan, through a separate sales team – Professional Business Development Section.

Shadab Enterprises brings those products to you which are created for beauty

We will take our brands to those consumers who are inspired by efficacy of such products developed for beauty.

The scope of business at Shadab Enterprises includes the Import & Market – Personal care & cosmetics product range.

A training institute for the beauty segment professionals was established in the year 2003; a platform for providing training to the professionals & professionals in the making product trials, launches, and also demonstration for new products.

The company has its retail chain stores, a new concept in the category launched by Shadab Enterprises. Now these retail chain stores are present in all the major cities of Pakistan.

Shadab Enterprises market consists of five segments

Skin Care



Shadab's **skin care** market is segmented into five categories such as facial care, body care, sun care, hand care and other makeup removal & depilatory products. Facial care products dominate the market along with its various variants.

Hair Care



Shadab's **hair care** market is segmented into four categories such as hair oil, hair shampoo, hair colors and hair styling products. Hair care products are among the highest penetration categories within beauty and personal care in Pakistan, and are expected to continue to perform positively in the years to come.

Fragrance



Shadab's **Fragrance** market is divided into two segments viz. Perfumes & Deodorants. The fragrance market in Pakistan is one of the largest in terms of production, consumption, import and is in the process of taking off as more youngsters wear a fragrance in the form of perfumes and deodorants.

Color Cosmetics



Shadab's **Color cosmetics** market consists of four broad categories according to their products viz. Eye Makeup, Facial Makeup, Lip Products and Nail Products.

The market for colour cosmetics is only expected to increase in the future, as people grow more image conscious, and social media acts as a messenger of beauty trends from around the world.

Dental Care



Shadab's **oral care** market is segmented into five categories such as toothpaste, toothbrush, toothpowder, mouthwash and other oral care products that include dental floss, oral care chewing gum, etc.

History at a glance

Pakistanis have had a long heritage of using cosmetics and beauty products.



Past generations used home/backyard products like turmeric, sandalwood paste, lemon and aloe vera gel for beautification and personal care which lost their charm in the advent of chemical formulations. They are making a comeback especially in the premium segments which market a chemical-free beauty routine.



Owing to increased demand, a large number of local as well as international manufacturers like Lakme, L'Oréal, Shahnaz, Mac, Oriflame etc. have gradually extended their product range in Pakistan.



The cosmetics industry has become a force to reckon with, after the 1991 liberalization and the victories of many Pakistani women in international beauty pageants.



Aesthetic makeup products, used since the olden days, have helped Pakistan fast-track its race to the position of the largest cosmetics consuming country in the world. By 2020, the cosmetics consumption in Pakistan will be 5% of total world cosmetics consumption.



Many Pakistani homegrown cosmetics companies, especially herbal brands are also establishing their overseas footprints.

Evolution of retail channels in Pakistan

Product launched and reached to the customer via



Key growth drivers

Rising disposable income



Growing generation continue to aspire for better standard of living

Self indulgence into western culture



Improvement in lifestyle of rural population



Globalization impacting lifestyles



Increasing adoption of western culture

Ease of doing cross border transaction



Desire to access new product and services



Connecting personally / professionally on social media



Changing retail landscape



Increasing footprints of overseas brands

Expanding brand outlets in tier 2-3 cities



Increasing touch point customers, gives better shopping experience



Rapid innovation in distribution and marketing strategies



Key growth drivers

Cosmetics trials increases consumption



Providing beauty trainings to staffs, store manager

Providing service like Makeup trials, salon service etc.



Brands also offer advanced beauty treatment methods / guides to consumers



Increasing penetration of channels



Increase number of exclusive and outlets malls, superMarkets

Increasing click rates at Cosmetics e-store



Growing consumption of direct selling brands



Adoption of natural products



Increased awareness of the long term harm from using chemical in beauty products

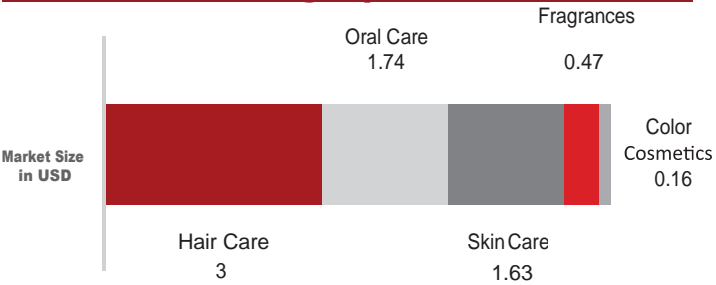
Companies dealing in herbals and ayurvedic products also conduct awareness programs to educate the consumer about the probable side effects of chemical cosmetics as opposed to natural ones



Shadab Enterprises Cosmetics: Segmentation

Cosmetics Industry

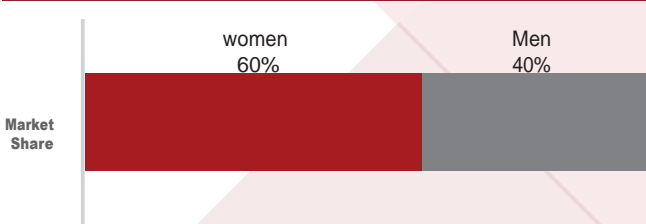
CategoryWise



Channel-Wise



Gender-Wise



Skin care

- Facial care
- Body care
- Sun care
- Hand care
- Makeupremoval&depilatoryproducts



Fragrance

- Perfumes
- Deodorants



Haircare

- Oil
- Shampoo
- Colours
- Styling products



Oralcare

- Toothpaste
- Toothbrush
- Toothpowder
- Mouth wash



Colour cosmetics

- Eye makeup
- Facial makeup
- Lip products
- Nail products



Retail stores

- Supermarkets
- Brand outlets
- Drug stores
- Mom & Pop stores



Online stores



Direct Selling



Beauty Salons



Men



Women

Future prospects of cosmetics industry

1 Market Size

- Pakistan's beauty, cosmetics and grooming market will reach \$ 20 billion by 2025
- Market share of organised:unorganised will be 45:55 by 2025 from the current ratio of 25:75.
- The online marketplace share will increase by 8% from current value of 2%

2 Factors fuelling growth

- Rise in disposable income of middle class families
- Growing aspirations of people to live good life and look good
- Reaching the rural population with improvement in infrastructure

3 Influx of brands

- Several international brands opening or planning to open exclusive stores over next 3 years
- Existing brands are expanding their reach into tier 2 and 3 cities too, due to the increased demand

4 Increasing demand of herbal products

- Region with most demand will be in future, due to a pre existing inclination to herbals.
- Export potential is also increasing. The export data for herbal cosmetics brands for FY 2015-16 is approx USD 0.093 mn.

5 Innovative distribution & marketing strategies



High influence of bloggers on consumer trends



Cross-Border E-Commerce: New Channel for Foreign Brands



Adding facilities like beauty tip, treatment, trail makeup and salons

Glossary

Abbreviations	Full form
SIS	Shop in Shop
LSF	Large store format
EBOs	Exclusive brand outlets
MBOs	Multi brand outlets



Consulting





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A collection of makeup products is arranged on a dark, textured surface. In the foreground, there is a tube of purple lipstick, a bottle of yellow nail polish, a mascara wand, a compact of orange foundation, a compact of pink and purple blush, a red tube of lipstick, a pencil with a pink tip, and a large brush with brown bristles. Some orange powder is scattered on the surface. The text "Shadab's" is overlaid in a red box in the center.

Shadab's