

# Idea 7

My business idea is about a customized cosmetics box for men. This means that men can order an individual box with their daily cosmetic articles like hair-wax, shampoo, deodorant, shaving fume etc. via an on-line-shop. Moreover, in each box two small samples are provided to the customer to ensure new inspiration. The order can either be done by just subscribing to the webpage meaning the box will be sent out every 4,6 or 8 weeks or by single orders. Additionally, a simple drop in and drop out process should give the customers the opportunity to easily add or cancel products out of their individual cosmetic box. The products to be offered should consist of 3 product lines. One, with well branded articles like Head&Shoulders, Gillette and Nivea. One with cheaper cosmetic articles and a final one for ecological products. The value created by this online-shop is that it safes the customer time and effort, inspires him to try out new products and offers him his daily cosmetic articles for the same or even a cheaper price.

## Competence needs

Danish speaking person

marketing (SEO, online marketing) and market research expert

Designer specialized in the field of UX-design and Web

Designer for the cosmetic boxes

Any other person that believes in my idea and is willing to bring in his or her competences to ensure the idea succeeds



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