

Company Overview:

Chichi Kigali is a shop that offers natural and organic products for hair, health, and beauty. They offer a wide range of specialized items including T444Z hair solutions for repairing / regrowing / strengthening hair, Mizani professional hair care products, Sleek and Revlon makeup, vitamins and supplements, wigs/weaves/extensions, natural soaps, cold pressed extra virgin coconut oil, pure shea butter & other natural oils. Read more : www.chichikigali.com

Goal:

To become Kigali's best choice for hair and skin care products and start exporting their products in other countries in Africa.

Case Statement:

What marketing strategies should CHICHI use to attract more cosmetic enthusiasts to buy their beauty products?

Solution Framing

Use the following guidelines to successfully submit your solution:

1. **Research findings?** *What did research tell you?*
2. **Solution.** *What is your solution? How does it work?*
3. **Competition?** *What other actors have similar solutions? What differs your solution from theirs?*
4. **Sustainability?** *How does your solution contribute to a more sustainable world or business environment?*
5. **Learnings?** *What additional learnings about the challenge, challenger, market or audience/customer did you learn?*

Note: All answers must be filled in using maximum 200 words.