



MINISO Website Homepage

MINISO メイソウ

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いつから無限に広がる
ハッピーライフを
「いっねー」を
いつでもあなたに。

Daily Life Products | Household Items | Health & Beauty | Fashion Accessories | Stationeries & Gifts | Seasonal Products | Bags & Accessories | Digital Products | Food & Beverage

MINISO LOVE LIFE, LOVE MINISO

粵ICP备15008399号

- MINISO, a specialty retailer, was established in 2013, was co-founded by Japanese designer Mr. Miyake Junya and Chinese young entrepreneur Mr. Ye Guofu in Tokyo, Japan
- MINISO gained popularity among consumers with its core brand of updating products every seven days, pricing at a low level, and a unique product base.
- MINISO has opened over 2600 stores in less than four years, with an average monthly growth rate of 80 - 100 stores.
- MINISO has a Brick and Mortar-only business model
- MINISO products are priced between \$1.50-30.00 USD.

Inside a MINISO Store



Target Market

Primary



Who? Female Millennials; Aged 18 - 30

Where? Lives in larger cities

Income: Under \$75,000 a year, 9:00-5:00 entry level jobs.

Lifestyle: Brunches often, heavy social media user, fashion conscious, goes out on weekends, culture and art enthusiast.

Education: College Educated

Relationship: Not married, single or in a relationship

Target Market

Secondary



Who? Female Gen Z; Aged 12-17

Where? NYC

Income: Come from Middle/Upper-Middle Class Families

Lifestyle: Socializes with friends often, goes to the movies/mall, heavy social media users, parents give them \$\$ and drive them places, interested in higher-end products, but can't afford them yet.

Why MiniSo? They appreciate the price point and fun-nature of the products and will be long-time users. These users will eventually grow into our primary target as they age.

Why?

NYC Competitors

- Muji
- Paper Presentation
- Sephora
- Ricky's
- Flying Tiger
- Elf
- H&M

None of which **directly** compete in anyway.

Why MINISO?

- Low Price Point, especially for NYC
- Lack of competition
- Unique product base



Cost

The average cost of a single-use sheet face mask in New York City is *around* \$7.00

One MINISO face mask in New York City is **\$4.00**

Explained...

In China, a MINISO Sheet Facemask is 10 RMB which is \$1.54 USD

When MINISO enters New York, we would inflate that price to \$4.00, which is still substantially lower than competition.

This is on average, a 95% increase from China prices, but the minimum wage in Shanghai is only \$3.33 per hour compared to New York City's \$13.00 per hour, which is a 290% pay increase. The living cost in New York is substantially higher, so this price increase is appropriate.



Marketing

To introduce the NYC market to MINISO, we will conduct a series of events/actions to draw in potential customers who are most likely unaware of the brand.

Public Relations: Host a private 'ribbon cutting' in-store welcome party inviting media, influencers, celebrities, and industry guests to gain attention and promote the store opening through social media and editorial.



Marketing

Experiential Marketing (doubles as Advertising)

- Pop-Up Shops around NYC
- Free Branded Ice Cream Carts
- ‘Shopping Experience’ Driving Pop-Up Shops



Marketing

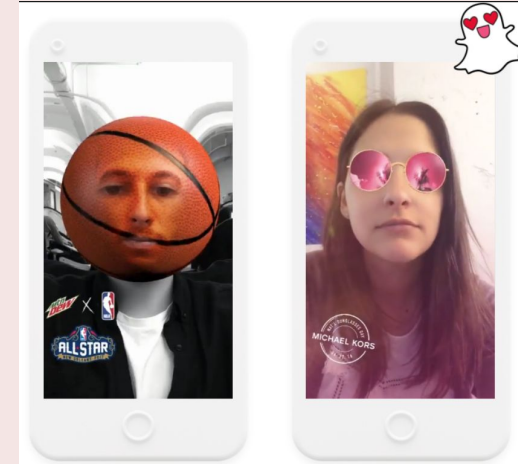
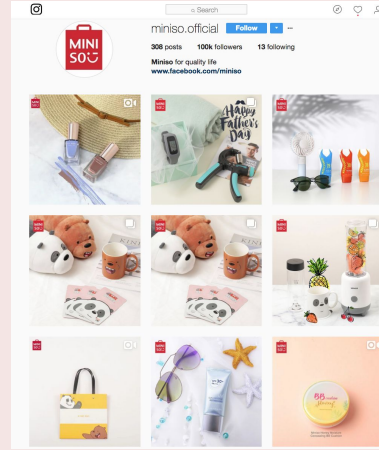
- **Sales Promotion:** Provide customers with an opening weekend sale to encourage them first to come in to the store and then to purchase.
- **Direct Marketing:** Use email and mobile marketing to follow up with customers on their purchases as well as inform them on new products, sales, and events.



Marketing

Digital Advertising: Through MINISO's own social accounts and paid partnerships with influencers, use social media to promote to MINISO's target market of avid social media users. Digital advertising vs. traditional is the most effective way to reach target.

- Establish a stronger Social Media presence since Asia customer base does not use popular US social channels, do giveaways and contests on Social.
- Run targeted social ads through Facebook and Instagram paid targeting to Primary and Secondary targets.
- Create a custom interactive SNAP lense to promote MINISO New York Opening to target secondary target.

A screenshot of the Facebook Ads targeting interface. The title is 'Who do you want your ads to reach?'. It shows a 'NEW AUDIENCE' section with options for 'Custom Audiences' and 'Locations'. The 'Locations' field is set to 'Canada'. The 'Age' field is set to '18 - 65+'. The 'Gender' field is set to 'All'. The 'Audience Definition' section shows a gauge indicating 'Your audience selection is fairly broad.' and 'Audience Details' showing 'Location: Canada' and 'Age: 18 - 65+'. The 'Potential Reach' is 20,000,000 people.

Thank You!!