

作品簡介

純淨養顏

從自然中提取**FREE**肌膚

INNISFREE

有句話說「保養是老樣子，不保養是樣子老」，所以人們開始認識自己皮膚的本質及保養的基本概念，而現代人講求環保，將環保理念結合至保養品市場，成為美妝保養市場的主流，韓國知名保養品牌Innisfree採用天然原料製作，並推廣綠色森林運動。

15種天然成分



在濟州島上找出15種最原始的原料
使用技術萃取當中精華

空瓶回收活動



將用完的保養空瓶帶回門市
即可獲得會員點數的方式推廣環保理念

建議

- (一)可推出學生專案，給予較優惠的價格
- (二)使產品持續創新，避免同業競爭者替代
- (三)善用廣告或網路平台提升品牌曝光度
- (四)讓消費者知道空瓶回收的活動，增加民眾參與環保行動

innisfree

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Introduction pure beauty

-pure beauty extract free
skin from nature

INNISFREE

People are beginning to understand the nature of their skin and the basic concepts of skin maintenance, modern people pay attention to environmental protection and integrate environmental protection concepts into the maintenance products market, become cosmetic and maintenance market mainstream, Famous Korean maintenance brand Innisfree make use of natural material manufacture, and promote green forest event.

15 NATURAL INGREDIENTS



FIND 15 ORIGINAL INGREDIENTS IN JEJU ISLAND
TECHNIQUES TO EXTRACT THE ESSENCE.

EMPTY BOTTLE RECYCLING EVENT



BRING USED EMPTY MAINTENANCE
BOTTLES BACK TO THE STORE
PROMOTE ENVIRONMENTAL PROTECTION
CONCEPTS BY EARNING MEMBERSHIP
POINTS.

SUGGESTION

1. STUDENT PROJECTS CAN BE LAUNCHED TO PROVIDE MORE FAVORABLE PRICES.
2. INNOVATE PRODUCTS TO AVOID SUBSTITUTION BY COMPETITORS IN THE SAME INDUSTRY.
3. MAKE GOOD USE OF ADVERTISING OR ONLINE PLATFORMS TO INCREASE BRAND EXPOSURE.
4. LET CONSUMERS KNOW ABOUT EMPTY BOTTLE RECYCLING ACTIVITIES AND INCREASE PUBLIC PARTICIPATION IN ENVIRONMENTAL PROTECTION ACTIONS.

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