

# Hydroderm Skin Care

Hydroderm, a well-established online skin care product line, has emerged from bankruptcy proceedings under new ownership, and the new owners have expressed the desire to expand their market and distribution networks by incorporating new market strategies into the company's current marketing mix. The team delivered to Hydroderm a variety of options to increase market share and expand distribution networks. The team recommended that Hydroderm continue its commitment towards improving their Better Business Bureau rating. Additionally, the team recommended that Hydroderm embrace the possibilities of social networking, primarily Facebook and Twitter in the form of updates and advertising campaigns. Finally, the team recommended to extend newly formed alliances with any of the discussed companies to further extend the brand and foster strategic growth.

## **Project Description**

### Marketing Plan

Develop strategic options to increase market share and expand distribution networks for well-established online skin care product line in the personal care industry.

**Team Members:** Kris Hodgins, Darlene M. Jones, Shana Quisumbing, Kellie Urdang

**Faculty Advisor:** Professor Katherine Whitman