



SUZIEBEAUTY

BEAUTY. INSPIRATION. VALUE.

WHO WE ARE

SuzieBeauty is a revolutionary line of beauty products and is Kenya's first make-up brand, as well as a global trailblazer in creating a bespoke product for the African woman, by an African woman.

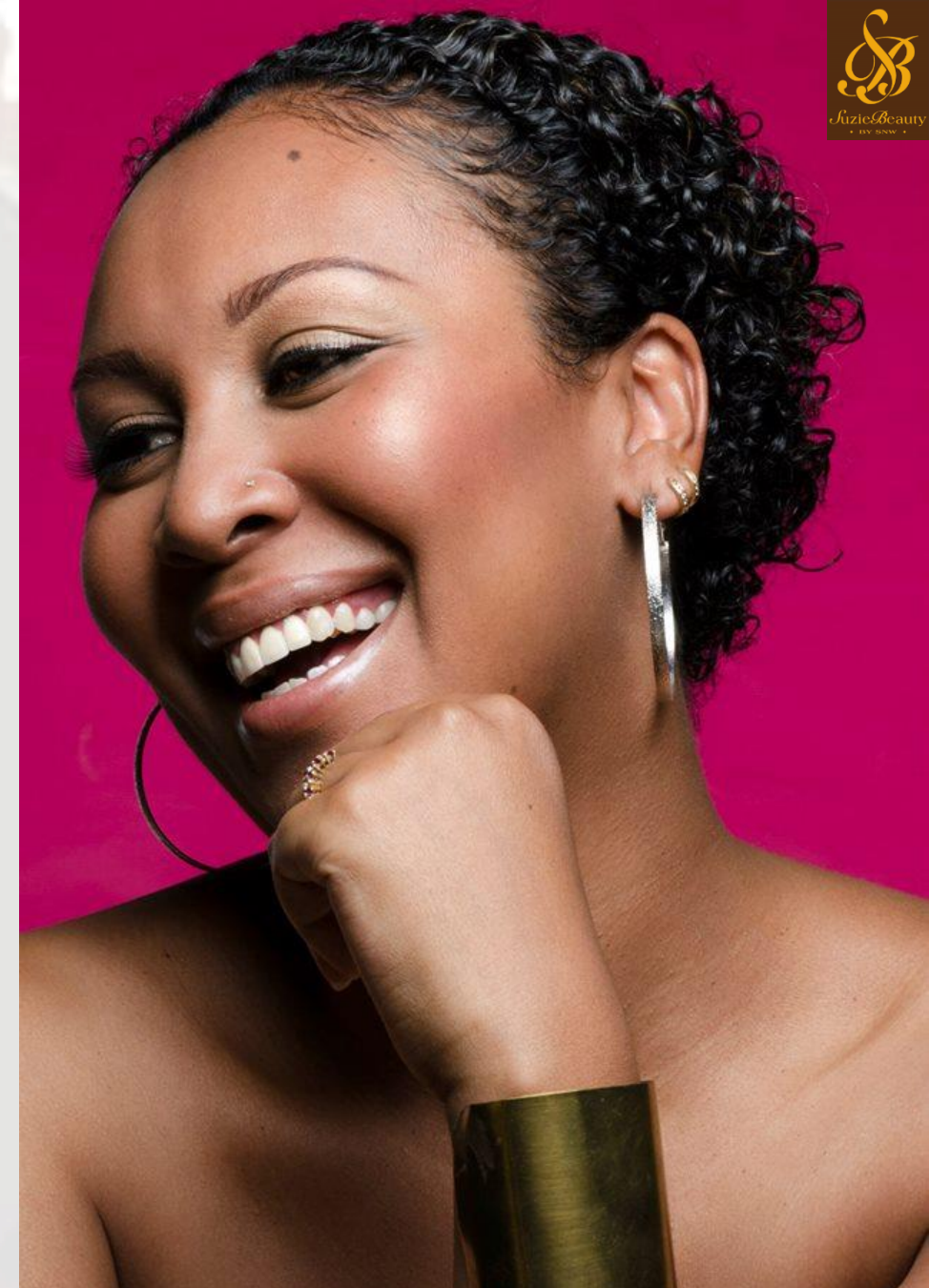
We have evolved into an independent make-up brand which aims to offer consumers a high-quality brand at an affordable price. We directly compete with international brands in the market and stand out for our incredible textures and colour ranges, custom-created for the African woman. Our fair pricing keeps our loyal clientele coming back for more.

WHO IS SUZIE?

Suzie Wokabi, professional make-up artist, first conceived and the SuzieBeauty brand as a freelance makeup artist for MAC Cosmetics in New York City, and established it in Nairobi in 2009 as a beauty product and service provider as an avenue to grow the local beauty industry.

She has designed products and colour shades keeping in pace with the latest technology, science and trends, giving special attention to quality in texture, contents and packaging.

She has received numerous awards for her work; 2013 finalist and 2014 winner award for the Most Influential Women in Business & Government; 2nd runner-up in the Trade category of the 2013 Africa SMME Awards in Johannesburg, SA; Transform Kenya Awards nominee, 2014; Gala des Femmes Africaine nominee in Paris, 2015. She has been on various prestigious panels and speaking engagements such as the African Business Conference at Harvard Business School, 2015, and Retail Congress Africa in Cape Town, 2015, as well as numerous local ones. She mentors interested budding entrepreneurs and has an internship program for budding make-up artists.



DISTINCTIVE COMPETENCIES

SuzieBeauty is Kenya's first locally designed make-up brand.

It is created for the African woman in all her shades and skin types and our environment.

It has been developed and designed by a beauty industry professional who fully understands the cosmetics needs of the African woman, colors that work, and textures that will work best in our climates.

It competes with the top ranking international brands in quality, but the pricing is much more affordable and the product available locally.

Suzie Wokabi. A professional makeup artist with international training and experience is on-hand to interact with customers personally.

SuzieBeauty has a competent and lean management team and well trained beauty consultants at most of our outlets.

FAST FACTS

- Retailing for 4.5 years
- 11 Product Lines plus a set of application brushes (83 SKUs); introduction of new lines plus skin care slated for 2017
- Distribution 21 outlets (additional 8 more on line before Mar '16)
- 110% increase in revenue (2013-2014)
- Gross Margin 85%. Net margin 45%

MARKET ANALYSIS



Why Kenya (and Africa) is a booming market for Cosmetics

- A growing middle class, urban migration, infrastructure development, the anticipated drop in electricity costs and the ongoing expansion of modern retailing are among the factors that have promoted growth in the industry in recent years.
- The rise of the young African woman, who has more spending power.
- Increase in disposable available disposable income is pushing consumers to raise their spending on affordable luxuries
- In addition, growing consumer awareness and knowledge of personal grooming continues to drive sales
- More travelling consumers, hence importance of duty free shopping

The Cosmetics Industry at a Glance

KENYA: The colour cosmetics market is worth Sh5.4 billion (\$59.8 million) and is projected to grow to Sh6.6 billion (\$73.7 million) by 2018.

EAST AFRICA: (Kenya, Tanzania and Uganda) The combined three countries cosmetics industry is worth Sh13.6 billion (\$152 million) and is projected to grow to Sh20.8 billion (\$231 million) by 2018.

AFRICA: An exploding population, a fast growing middle class, increasing urbanisation and improved business regulation has made Africa the “next frontier” in cosmetics, and the major international players – L’Oreal, Procter & Gamble, and Unilever – have developed expansion strategies to capture the beauty and personal care market in the continent, expected to be worth \$13.2 billion in 2017. The African beauty market is expected to double over the next decade, with a projected annual growth rate of 5 – 10% in sales of beauty & personal care products.

* Mail & Guardian Africa – Oct 2014

The Competition at a Glance

REVLON®MAYBELLINE
NEW YORKSleek
MAKEUPflormarBLACK OPAL®MACHOUSE OF
TARA
INTERNATIONAL


Price Comparison

How do we stack up against our competitors (**Prices in USD**)

	REVLON	SLEEK	MAYBELLINE	MAC	SUZIEBEAUTY
Foundation	32	14	23	54	14
Powder	32	10	None	44	13
Concealer	None	5	None	31	10
Eye Shadow	24	9	18	35	8
Eye Liner	20	6	13	27	8
Mascara	22	8	12	44	9
Lipstick	16	7	20	47	10
Lip Gloss	16	6	17	29	9
Blush	23	8	None	30	11
Brushes	None	None	None	21-72	3 -16




VISION 2030

A nighttime photograph of a city street. In the foreground, a wide road shows long, horizontal light trails from moving vehicles, primarily in shades of orange and red. To the left, a tall palm tree stands prominently. Behind it is a multi-story building with balconies, some of which are lit up. Further back, other city buildings and streetlights are visible, creating a bokeh effect. The overall atmosphere is that of a bustling urban environment at night.

Kenya Vision 2030 is the country's development programme covering the period 2008 to 2030. It was launched on 10 June 2008 by past President Mwai Kibaki. Its objective is to help transform Kenya into a "newly industrializing, middle-income (income exceeding World's average currently at US\$10000) country providing a high quality of life to all its citizens by 2030 in a clean and secure environment.

The Kenya Vision 2030 is to be implemented in successive five-year medium-term plans, with the first such plan covering the period 2008–2012 (with the next covering the period 2012–2017, and so until 2030).

A background image showing a city skyline at sunset. The sky is a warm orange-yellow, and the city buildings are silhouetted against it. In the foreground, there are dark, silhouetted trees and foliage. The overall tone is warm and atmospheric.

Under the Vision, Kenya expected to meet its Millennium Development Goals (MDGs) by the deadline in 2015, although this has not yet been achieved.

Realizing the possibilities: 5 priorities for action



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1. Embracing our shared value
 2. Promoting partnerships:
 3. Fostering entrepreneurship
 4. Accelerating regional integration
 5. Bridging the infrastructure gap:

SuzieBeauty Ltd. Inspiring Beauty in the African Woman

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