



Becoming Your Best Self: Beauty Collection International Pte Ltd

Beauty Collection International (BCI) has been in Singapore since 1997, when co-Founders Phillip and Lynda Wee acted on their passion to inspire and guide people in achieving a more holistic lifestyle through the use of quality products underlined by science.

The products under the BCI portfolio of brands are created based on the findings of decades of research and studies. Over the years, the SME has established itself as a brand owner and trademark holder for a wide range of products. As testament to the product quality, the brand is used by dermatologists, aesthetics surgeons and medi-spas. There are also retail products that customers can use at home. As reflected on the BCI website, innovation is a never-ending process – “We are constantly working to rejuvenate the world by creating premier quality and effective holistic anti-aging solutions.”

The BCI brand has garnered a loyal following in Singapore and beyond. Its products are marketed to more than 15 countries through a network of exclusive distributors and online sales. Locally, BCI also operates an all-in-one beauty salon that offers luxurious yet affordable high-tech beauty and body treatments.

Given the sheer size of the e-commerce market – [in Southeast Asia alone, the online retail industry is expected to reach US\\$53 billion by 2023](#), according to a Forrester report in November 2018 – and the increasing trend for online shopping, it is important for companies to have a strong, sustained online presence with focused, online marketing strategies to connect with their target consumers.



BCI’s vision is “To be a global leading beauty, health and wellness company dedicated to creating products and services that enhance the lives of our customers.” To grow its market share, the two founders turned to UOB-SMU Asian Enterprise Institute (UOB-SMU AEI) for its SME Consulting Programme (SCP). In an extended version of the Institute’s SCP – called SCP+ – the consulting team gave the SME an added leg-up by implementing the approved recommendations.

A team of four student-consultants, supported by an Institute manager, undertook the project. The objective was to improve BCI’s online presence and to better align its online market strategies in order to boost the company’s business-to-consumer online sales, as well as to support its distributors more effectively and efficiently.

More than skin-deep

Over the course of 17 weeks, the student-consultants worked with BCI on a sustainable social media marketing approach. After early consultations with Mr Wee, they realised that BCI, though an SME, “has a huge network outside Singapore and strong credibility. However, this was not translated online, thus limiting its potential growth”. They assessed that the client did not really know what was needed for the website nor how to leverage the social media platforms.

As tech-savvy youngsters and consumers themselves, the student-consultants claimed expertise in online platforms and social media, and the elements consumers look for in businesses. For this project, they targeted four main avenues – Instagram, Facebook, BCI website and YouTube.

For each avenue, the team designed a comprehensive plan of action. Broadly, the deliverables spanned a strong branding of BCI through a sustained campaign, and ending with a traction analysis to ascertain its efficacy and effectiveness. Future recommendations were then provided, based on the data collected.

Where marketing-related materials were uploaded simultaneously across more than one platform, the student-consultants would carry out a platform comparison to determine the benefits. For example, they compared two Instagram promotions with a Facebook promotion in terms of the amount spent, people reached, number of “Likes”, promotional clicks, awareness index and engagement index. Such cross-channel actions help to discover cost-efficiency and value.

Redefining beauty and wellness

During the course of the SCP+, the student-consultants finetuned their marketing activities through a process of implementation, observation, data collation and analysis. For example, they conducted photoshoots of BCI’s products and uploaded them on Instagram at varying intervals, each time taking note of the qualitative and quantitative responses. For Facebook, the team uploaded product posters and sponsored posts, while YouTube had videos with standardised content. The BCI website was also made more user-friendly, with more directed content and new sections.



Having determined the most appropriate social media strategies for each channel – and implementing them – by the end of the project timeline, BCI was well on track to meet its longer-term objectives. To keep the momentum going, the student-consultants designed a one-year digital roadmap that builds on BCI’s online marketing thrust; the roadmap featured detailed monthly action plans for each social media avenue.

In the eye of the beholder

Through the SCP+, the consulting team had fulfilled the SME’s objectives. They had identified the optimum social media marketing platforms to promote BCI’s different products and services, increased leads and sales through the appropriate social media channels via enhanced traffic, and enabled BCI to do more on a much smaller advertising budget. “Our expectations were met,” said a happy Mr Wee.



As SCP+ included the implementation of the approved recommendations, the SME could discern the tangible benefits it was deriving from the online marketing plans. The research and analyses performed by the student-consultants helped determine the social media platform best suited for each target audience. This ensured that the resources were focused, directed and optimised to bring in the best results. For the coming months, “BCI will be going ahead with most of the proposals from the digital roadmap drawn up by the student-consultants,” revealed Mr Wee.

The four student-consultants shared the overarching goal of gaining new experience by working on a real-world project. “We learnt to design practical solutions to tackle real problems” was the consensus. “We became fearless and tried all we could, leaving no stone unturned until we got the results we wanted.” On an individual basis, each student took home new learnings, such as knowledge of marketing and online strategies, and skills pertaining to branding. They also honed their soft skills such as communication and teamwork.

Student-consultants

Manikandan
Bachelor of Social Sciences / 2017

Mohamed Ashiq
Bachelor of Business / 2017

Mahathir Muhammad Shah
Bachelor of Business / 2017

Angel Mary Oviya
Bachelor of Business / 2016