

CATEGORY PROCUREMENT FOR A COSMETICS STARTUP

THE CLIENT:

A young cosmetic start-up with international launch plans for a Skin Care range but initial launching in South Asia.



- Being a naturally lean organization they were lacking a specific procurement knowhow
- They also required external formulation capabilities with detailed knowledge of regulatory for markets outside of South Asia.

THE OBJECTIVE:

- Build a procurement function, strategy and processes.
- Embedd sustainable procurement firmly into strategy to fit the company brand promise
- Identify and source natural ingredients with very specific functional and geographical attributes.
- Develop a briefing and lead the supplier selection process for formulation outsourcing

THE APPROACH:

- We identified and qualified suppliers who fit the selection criteria and could accommodate small volumes as a starting point.
- We researched the world of cosmetics formulators and shortlist suitable candidates.
- Key criteria was detailed experience in the chosen markets and extended knowhow in registration and regulatory work.
- Leading the selection process and commercial discussions.



THE RESULT:

Ingredients sourcing:

- ✓ Suitable ingredients were identified and we led and concluded commercial negotiations.
- ✓ Criteria for systematic supplier due diligence was prepared.
- ✓ Three out of 4 ranges were launched in India using differentiating ingredients.

Formulation outsourcing:

- ✓ Proposals made and presented for shortlisted candidates with detailed knowhow of regulatory for markets outside of India.
- ✓ Initial commercial discussions with the selected one.
- ✓ The client put the international expansion on hold though after 6 months.