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CNED

BTS International Commerce



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## Company profile

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<b>Business</b>	:	ORIENTAL GROUP
<b>City</b>	:	Marrakesh
<b>Country</b>	:	Morocco
<b>Activity area</b>	:	Marketing, communication, media Distribution, sales, wholesale

### Financing:

- ORIENTAL GROUP gives BAYTI Association a percentage of its turnover for each kilo of oil sold. So, every time you buy Moroccan argan oil from Oriental Group, you contribute to the BAYTI Association.

### Assignment :

**The mission of the BAYTI Association is to support projects that aim to:**

- improve children's education,
- provide socioeconomic opportunities for women and their families.

### Their values:

#### **Responsibility :**

- We treat our customers with respect and professionalism
- Oriental group's inventiveness allows it to meet the needs of its customers. Everyone works and is involved in customer satisfaction and the success of the company.
- We are committed to providing a product of Moroccan origin, with sincerity and dedication.

### Their commitments:Vertical integration

- Oriental Group has succeeded in guaranteeing the prodigious quality of its products in favor of the vertical integration of its production.
- Oriental group aims to satisfy the needs of the market, this is why Oriental group is committed to sustainable and organic agriculture, in compliance with standards.

#### **Compliance with standards**

- All our products are certified according to current international standards.

## Rose geranium essential oil

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Selling rose geranium essential oil to wholesalers requires a carefully developed strategy. Using inbound methodology can be an effective way to grab the attention of potential wholesalers, engage them with relevant content, and convert them into loyal customers. Now I'm going to show you how to implement a strategy to sell rose geranium essential oils to wholesalers:

- **Understand the market and target audience: wholesalers primarily serve as intermediaries between producers and final individual or professional consumers. Wholesalers When purchasing they must be sure that the product that is decided to be sold is trendy.**
- **Know the quality and certification requirements** : Wholesalers may have specific requirements regarding product quality, required certifications (organic, for example), and food safety standards.
- **Understand their sales and marketing strategy** : Know how wholesalers market and sell their products can help us align our marketing efforts and provide tailored support materials, such as brochures, free samples, or data on the benefits of our oils
- **Listen and collect feedback** : Regular communication is essential. Take time to collect feedback on our products, services, and delivery processes. This will allow us to adjust our offers to better meet their needs and improve customer satisfaction.
- **Provide quality customer support and service** : Good support and customer service can make all the difference. Be responsive and available to answer their questions, resolve problems quickly, and provide technical assistance if necessary. Use CRM (Customer Relationship Management) tools to track interactions with our prospects and personalize our communication with them.
- **Special offers for wholesalers** : To attract wholesalers, you can create offers special offers aimed at them, such as advantageous wholesale prices, flexible payment terms, or exclusive promotions. Make sure you clearly communicate these offers in your inbound marketing.

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## *The people who could be buying rose geranium oil*

People are represented in different ways, particularly with their varied interests. For example, we have those who do this for their well-being, ecology, professionals and people attracted by the prestige of luxury that the oil can bring:

- Favor natural remedies and alternative therapies to maintain their health and well-being. They are often looking for organic and eco-friendly products, including essential oils for their therapeutic properties.
- People interested in aromatherapy and its benefits for the mind and body will naturally be drawn to rose geranium oil.
- Individuals who prefer to create their own beauty products to avoid chemicals and additives found in commercial products may be particularly interested in rose geranium oil. This oil is prized for its beneficial properties for the skin, such as balancing sebum and improving the appearance of the skin.
- Environmentally conscious people interested in a sustainable lifestyle may be attracted to rose geranium oil, especially if it is produced ethically and sustainably. They are looking for products that reflect their ecological values and their desire to minimize environmental impact.
- Therapists, masseurs, beauticians, and other professionals working in the wellness and beauty industries may be interested in rose geranium oil for its therapeutic and cosmetic applications. They look for high quality oils to provide the best service to their customers.
- People attracted to the art of perfumery and creating unique scents might be attracted to rose geranium essential oil because of its rich, floral scent, often used as a substitute for rose oil in perfumes.
- Some people are attracted to luxury and exclusive products, including essential oils that are rare or considered particularly valuable. Rose geranium oil, with its distinct aromatic profile and numerous applications, can appeal to this market segment.

To reach them effectively, it is important to communicate the many benefits and uses of the oil, while aligning the marketing message with the values and interests of each group

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## **Persona: Asian**

**Name** :Min-Ji Kim **Age**:

32 years old

**Occupation** :Freelance graphic designer\_

**Location**: Seoul, South Korea

**Language** : Korean:Mandarin, English (professional level)

### **Interests:**

- Well-being and self-care.
- Yoga and meditation.
- Design and contemporary art.
- Travel to discover new cultures and cuisines.

**Issues and needs:** Min-Ji leads a very active life and finds little time to relax and refocus. She is looking for natural solutions to manage her daily stress, improve her quality of sleep and take care of her sensitive and blemish-prone skin.

### **Use of rose geranium oil:**

- **For well-being and stress management:** Min-Ji uses rose geranium oil diffused in her workspace to create a calming environment that stimulates concentration. She also enjoys a few drops in her bath in the evening to relax after a long day at work.
- **Skin care:** Having sensitive skin, Min-Ji integrates rose geranium oil into her skincare routine by adding it to her moisturizer for its balancing and purifying properties. This helps it maintain clear skin and reduce the appearance of blemishes.
- **Improved sleep:** Before bed, she applies a small amount of rose geranium oil mixed with a carrier oil to her pulse points to promote relaxation and improve the quality of her sleep.

### **Goals with rose geranium oil:**

- **Reduce Stress and Anxiety:** Find a natural and effective method to manage daily stress.
  - **Improve skin health:** Use natural skincare products to treat and prevent skin problems without damaging your sensitive skin.
- Improve sleep quality** :Look for natural solutions to promote restful and deep sleep.

Min-Ji represents a person who is conscious of their health and well-being, open to natural methods to improve their quality of life. Rose geranium oil plays a key role in one's daily routine, providing tangible benefits in terms of stress management, skin care and improved sleep

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## **Persona: American**

**Name** Emily Johnson

**Age** 35 years

**Occupation** :Yoga teacher **Location** :Los Angeles, California, United States **Language** : English (native language)

### **Interests:**

- Practice of yoga and meditation.
- Healthy and vegetarian food.
- Holistic lifestyle and wellness.
- Personal development and spiritual growth.

**Issues and needs:** Emily seeks natural ways to improve her overall well-being, reduce the stress of her daily life, and maintain healthy skin despite the challenges of her urban and often polluted environment.

### **Use of rose geranium oil:**

- **For relaxation and meditation:** Emily incorporates rose geranium oil into her meditation and yoga sessions to promote a state of inner calm and centeredness. She applies it to her wrists and neck before starting her practice to benefit from its soothing properties.
- **Skin care:** Aware of the harmful effects of pollution and stress on her skin, Emily uses rose geranium oil as a key ingredient in her facial care routine. She mixes a few drops into her daily moisturizer to help regulate sebum production and maintain glowing, balanced skin.
- **Natural fragrance:** Emily loves the delicate, floral scent of rose geranium oil and uses it as a natural perfume. She applies a small amount to her wrists and behind her ears to enjoy its subtle aroma throughout the day.

### **Goals with rose geranium oil:**

- **Reduce Stress and Anxiety:** Find natural methods to relax and refocus in an often hectic world.
- **Maintain healthy skin:** Use natural care products to protect your skin against external aggressions and maintain its natural radiance.
- **Promote a calming atmosphere:** Integrate aromatic practices to create a harmonious environment conducive to relaxation.

Emily embodies a person committed to a holistic lifestyle, focused on well-being and connection with herself and her environment. For her, rose geranium oil is much more than just a beauty product; it is a valuable tool for cultivating physical, emotional and spiritual balance in one's daily life.

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## **Persona: French**

**Name** :Camille Dubois

**Age** 28 years

**Occupation**: Sustainable development consultant

**Location**: Paris, France

**Language** :French (mother tongue), English (fluent)

### **Interests** :

- Green and eco-friendly lifestyle.
- Yoga and meditation for mental well-being.
- Healthy and vegetarian cuisine.
- Natural cosmetics and artisanal beauty products.

**Issues and needs**: Camille attaches great importance to the use of products that respect the environment and your health. She seeks natural solutions to take care of herself and the planet while juggling the challenges of an urban lifestyle.

### **Use of rose geranium oil:**

- **Skin care** :Camille incorporates rose geranium oil into her facial care routine. She applies it mixed with moisturizer in the morning and evening to help balance her combination skin and prevent blemishes. She appreciates its regenerating and purifying action.
- **Aromatherapy**: To relax after a busy day, Camille diffuses rose geranium oil in her living room. Its floral and soothing scent creates a relaxing atmosphere that allows you to decompress and recharge your batteries.
- **Manufacture of homemade cosmetics** :Camille also uses rose geranium oil as an ingredient in the manufacture of her own natural cosmetics. She concocts lip balms, body creams and face masks, making sure to use organic and sustainable ingredients.

### **Goals with rose geranium oil:**

- **Take care of your skin naturally**: Use cosmetic products that respect the environment and your health to maintain healthy and radiant skin.
- **Promote mental well-being**: Integrate aromatherapy practices to promote relaxation and relaxation after a busy day.

**Adopt an ecological lifestyle**: Opt for natural and sustainable alternatives in your beauty and well-being routine to reduce your impact on the environment.

Camille embodies a conscious and committed consumer, who attaches great importance to the quality of the products she uses and their impact on the environment. For her, rose geranium oil is much more than just a beauty product; it is a symbol of its commitment to an ecological and healthy lifestyle.



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## **Persona: Mexican**

**Name** :Maria Rodriguez\_

**Age** :35 years

**Gender** :Feminine

**Location** :Mexico City, Mexico

**Language** :Spanish (native language), English (intermediate)

### **Interests** :

- **Activity area** :Natural cosmetics and well-being.
- **Job** :Purchasing Manager.
- **Experience** :10 years in the wellness products and natural cosmetics industry, with expertise in identifying quality suppliers.
- **Type of company** :Medium-sized company specializing in the manufacturing and distribution of wellness products and natural cosmetics in Latin America. □
- **size of the company** :50-100 employees
  
- **Preferred channels** :Social networks like Instagram and Facebook to discover new products and follow trends, search Google to find information on suppliers.
  
- **Popular searches** :Natural ingredients for wellness and cosmetic products, homemade beauty recipes, ethical and sustainable brands.

### **Goals with rose geranium oil:**

- **Main objective** :Identify reliable suppliers of rose geranium essential oil to develop new products and meet the growing demand for natural products in Latin America.
  
- **Secondary objectives** :Offering superior quality products to its customers, strengthening the company's reputation as a leader in the natural wellness industry in Latin America.
  
- **Challenges** :Identify trusted suppliers of rose geranium essential oil, guarantee product quality and traceability.
- **Bread points** :Ensuring products meet regulatory and ecological standards in Latin America, finding suppliers offering competitive prices while maintaining quality.

Maria seeks suppliers who offer high-quality products, with eco-friendly certifications and evidence of sustainable practices. It values partners who provide excellent customer service, transparent communication and guidance on product usage and marketing.

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## **Persona: African**

**Name** : Aïssatou Diop,

**Age** :40 years

**Gender** :Feminine

**Location** :Dakar, Senegal

**Language** :Engnotçais (mother tongue), Wolof (fluent), English (intermediate)

### **Interests**

- **Activity area** : Beauty and wellness
- **Job** :Manager of a natural beauty products store
- **Experience** :Over 10 years in the natural beauty industry in Africa, with expertise in selecting high quality products.
- **Type of company** :Small company specializing in the sale of natural beauty products in Senegal.
- **size of the company** :5 employees
- **Preferred channels** :Social networks like Instagram and Snapchat to discover new products and follow trends, search Google to find information on suppliers.
- **Popular searches** : Natural ingredients for beauty products, new trends in the beauty industry, luxury and ethical brands.

### **Goals with rose geranium oil:**

- **Main objective**: Identify reliable suppliers of rose geranium essential oil to offer superior quality products to its customers and meet the growing demand for natural products in Africa.
- **Secondary objectives** :Increase awareness of your store as a destination for natural and ethical beauty products, maintain customer satisfaction and loyalty.
- **Challenges**: Identify trusted suppliers of rose geranium essential oil, guarantee the quality and authenticity of the products.
- **Bread points** :Ensure that products meet the quality and safety standards required on the African market, find suppliers capable of supplying quantities adapted to customer demand.

By targeting Aïssatou Diop's specific needs, goals and challenges, suppliers and businesses can develop an effective inbound marketing strategy to attract, engage and convert this persona in Africa for essential oil sales. of rose geranium in B2B.

Aïssatou seeks suppliers who offer high-quality, ethically and sustainably sourced products.

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## Company Marketing

What are the 4 Ps of marketing?

- **The product:** Your product is obviously essential to your business. To market it properly, you need to have a good understanding of what makes it unique and why people need it. To do this, you must understand who your competitors are and who your target market is made up of.
- **The price :** Price has always been at the heart of marketing strategies: it can make the launch of your product successful... or make it fail.
- **The place:** Marketing has always been about offering the right products at the right time and placing them in the right place. How and where will you offer your product to your customers? What sales channels or investment strategies will you use?
- **The promotion:** Promotion focuses on the tactics used to reach your potential customers and distinguish your product from others. It can take the form of traditional advertising (such as television and radio advertisements, billboards and advertisements displayed on public benches or published in newspapers), in-person sales, public relations and events , social media or email marketing, product price reductions (like “buy one, get one free” sales) and more.

### Visible marketing of the company

- **Prospecting:** By implementing a well-thought-out prospecting strategy and providing added value to prospects, a company can successfully grow its customer base and effectively promote rose geranium oil in the market. She can set up an effective prospecting strategy for rose geranium oil by following these steps:  
Identification of the target market; Competition analysis ; Development of a database  
prospect data Creation of relevant content; Personalized approach; To participate in trade shows and events.
- **Social networks:** By combining an engaging content strategy with active engagement and regular performance analysis, a business can successfully promote its rose geranium oil on social media and reach its target audience. She will define objectives; Identify the targeted audience; Select relevant platforms;

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;Create engaging content; Engage the community; Collaborate with influencers; Analyze performance.

- **Word of mouth between individual and professional:**By implementing these strategies, a company can create positive word of mouth around its rose geranium oil, which will help increase brand awareness and drive sales in the long term. To boost word of mouth for rose geranium oil, a company can implement the following strategies: Offer free samples; Encourage customer testimonials; Organize demonstration events; To create a program of sponsorship; Collaborate with industry experts; Participate in trade fairs and fairs ; Foster an exceptional customer experience

- **Loyalty:**By implementing these retention strategies, a business can strengthen ties with existing customers and encourage repeat purchases of rose geranium oil, while attracting new customers through positive word of mouth. To build customer loyalty around rose geranium oil, a company can implement strategies following: Loyalty program ; Personalized communication; Exclusive content; Special offers ; Collection of feedback; Share customer testimonials; Reward for sponsorship.

- **Marketing:** By implementing these marketing strategies, a company can increase visibility and demand for its rose geranium oil, while establishing its brand as a benchmark for quality in the beauty and wellness products industry. To market it: Develop an image brand strong ; Segment the market; Develop a competitive pricing strategy; Create informative content; Use social networks; Collaborate with influencers; Participate in events; Offer promotions and discounts.