GLOBAL MARKETING STRATEGY

International marketing plan for Sugar Cosmetics

The expansion of Sugar Cosmetics for its Lipsticks product into the UK

Executive Summary

The key objective of this report is to formulate an international marketing plan for Sugar Cosmetics. This developed a global marketing strategy for the company which is also a sustainable plan and refers to various sustainable development goals set by the UN. The referring goals are mentioned in the introduction together with a brief description of the background of the company. Before developing the marketing strategy, the decision for internationalization is evaluated using different theories such as Nine Strategic Windows, and the EPRG framework. With this, the hinder and barriers to internationalisation are presented. At last, it was decided that Sugar can consider international expansion. After that, preliminary screening and Market Attractiveness-Cost-Risk Framework are where countries are ranked. This helps to decide that Sugar can expand into the UK. However, the concept of the Uppsala model is used to justify the market selection. Before the selection of the market entry strategy, the environmental analysis of Sugar and its expanded market is evaluated. According to the evaluation of different market entry modes, it is observed that direct investment could be a suitable market entry mode for Sugar cosmetics in the UK. In stage-4, the marketing plan is executed with a marketing mix of 4Ps, augmented model, and AIDA model for promotion. Implementation strategies are evaluated next with a Gantt chart to schedule and monitor each task. At last, the corporate social responsibilities of the company in the new market are evaluated using a triple bottom line framework where the strategy of 3Rs is used for ethical responsibility for the planet of the organization. The key findings are concluded at the end.

Contents

Introduction

A global marketing strategy is required to promote the products of an organization on an international scale. For example, such plans are used for international expansions to enhance the competitiveness of a company in a new, lucrative and more profitable market (Katsikeas*et al.*, 2020).The key objective of this report is to develop an international marketing plan or IMP for the company named Sugar Cosmetics. This is done to move its Lipsticks into a new market. The need for internationalization and market will be decided using different models and theories in the upcoming stages. At last, corporate social responsibilities or CSR will be recommended.Sugar Cosmetics is a brand for beauty products and make-up which was established by Kaushik Mukherjee and Vineeta Singh in the year 2015 (Sugar Cosmetics, 2023a). Despite the pandemic, the company grow over 60% of sales and has a net revenue target of 500 crore INR in 2020 (Dash, 2020). This report develops a sustainable marketing strategy for Sugar Cosmetics for which it addresses the UN sustainable goals (UNSDGs). There are 17 UNSDGs among which Goal-3, Goal-5, Goal-8, Goal-10, Goal-11, Goal-12, Goal-13, and Goal-17 are highly related to this plan. This is because; the good health of people like consumers, employees and partners, gender equality at the workplace, decent working environment, reduction in inequalities, sustainable communities, production, and consumption, climate action to reduce the harmful impact of the business, and partnership are followed respectively (The UN, 2023).

Stage 1: The decision on whether to internationalize

The decision related to the internationalization of Sugar Cosmetics is made with the help of nine strategic windows (Hollensen, 2020). This model is based on preparedness for the internationalization of the company and industry globalism of the cosmetic sector as shown below.

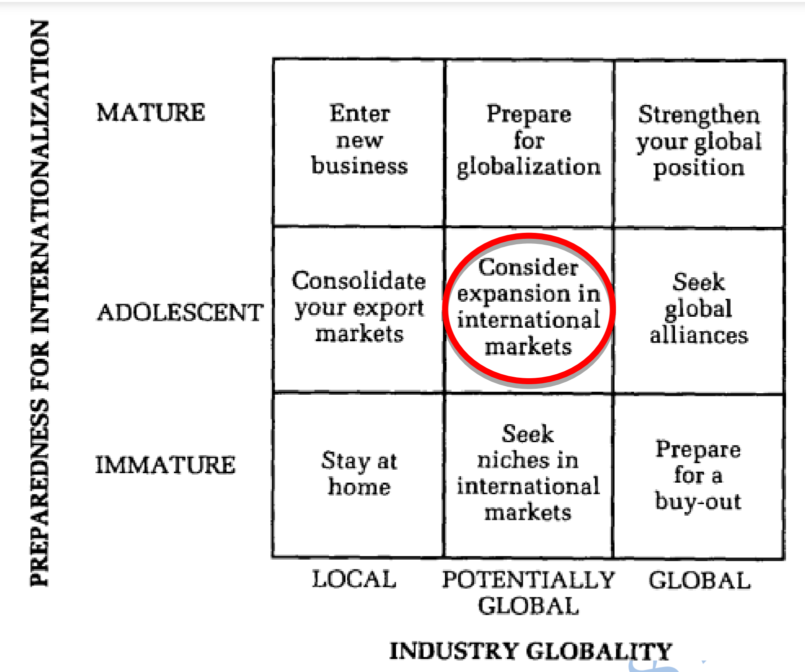

Figure 1: Nine strategic model

(Source: Solberg, 1997)

Sugar has established in 2015 which means it is an 8 to 9-year-old company with strong branding and position even after the Covid-19 in the Indian market. It has a sales growth of over 60% in nine months between February and November 2020.

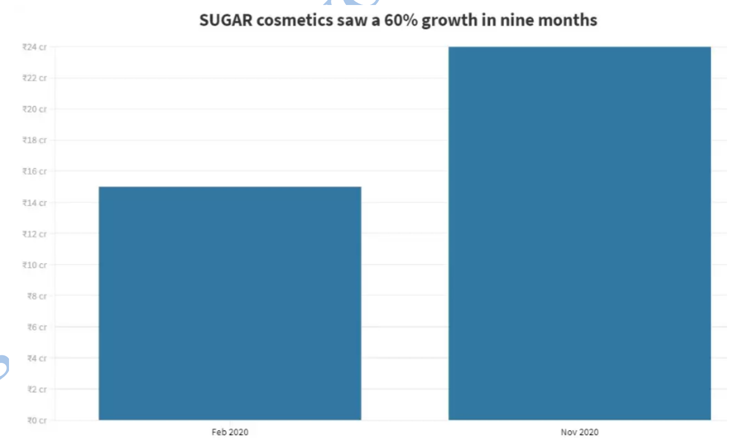

Figure 2: Sales growth of Sugar Cosmetics

(Source: Dash, 2020)

Currently, Sugar has already expanded its market in Russia with physical stores, in the USA with online operations, and even in Korea, Italy and Germany (Chandra, 2022). With a very limited international presence, the company is at the adolescence stage in preparedness for internationalization. Hence, the company has climbed the international ladder for which the fifth Window "Consider expansion in the international market" could be suitable for Sugar Cosmetics. Besides that, the cosmetics market in the world has a growing value and it is expected to reach over 758 billion Euros by 2025 (Petruzzi, 2022). Therefore, the Industry Globality is "Potentially Global". Both of these suggest the fifth window for which, Sugar Cosmetics can internationalize further.

The approach to this decision-making is better analysed with the EPRG framework as below (Schmid, 2018).

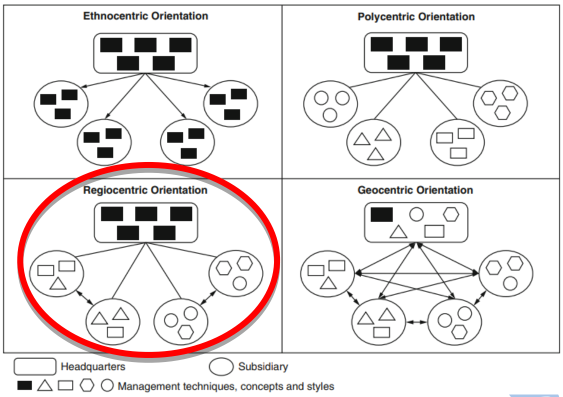

Figure 3: EPRG framework

(Source: Schmid, 2018)

In an ethnocentric approach, the organization filled the subsidiary with employees from their home country. On the other hand, autonomy is high for subsidiaries in different countries in a polycentric approach. This is a decentralized approach where managers are from locals. In the regiocentric approach, specific regions are more focused on managers from those regions than focusing on the entire country. At last, the geocentric approach considers a global mindset where employees are from different countries. For this, the organization must have enough knowledge and hold over international markets and inclusion in diversity. Sugar is not mature enough which is omitted (Chowdhury, 2018). For a region-centric approach, the organization needs to know every corner of the country in which it is expanding. As Sugar is making the decision to expand in the new market and has limited knowledge of different regions it is omitted. For future expansion in a country, an ethnocentric approach might be a barrier. That is why; a polycentric approach is taken where employees and managers will be from both the expanded country and India.

The influencing factors for market responsiveness and global integration are:

- **Growth:**Profit, market size, revenue and others can increase if Sugar enters into new markets
- **Alliance:**Partnership with local players can be done which improves the distribution network in the new market.

- **New markets:**new types of customers can be accessed with other new markets from a single one.
- **Diversified competition:**Sugar needs to respond fast to the actions of competitors in the new markets.

Barriers against internationalization

- **Legal issues:**Sugar might find the legal system of the new market complex and handling it might be costly and time-consuming
- **Different cultures:**Cultural differences like differences in the language, background and preferences of people might be a challenge for Sugar's international expansion.
- **Political instability:**Business uncertainty can ruin the company in the new market due to political instability.
- **Logistics challenges:**Issues related to infrastructure, supply chain management, and transportation might cause business disruption in the new market.

Stage 2: Deciding which market to enter

To decide which market to enter by Sugar Cosmetics, internationalization theories like international marketing screening and country rankings are followed.

International market screening

Screening process	**Results and decisions**
Preliminary screening	Global markets with high growth opportunities by growing GDP, population, and ease of doing business: China, Russia, India, South Korea, Italy, Germany, The USA, Spain, The UK, and Singapore.
Knockout criteria	Elimination of the markets where Sugar Cosmetics has online or offline present: Russia, India, South Korea, Italy, Germany, The USA,
Fine-grained screening	Remaining countries: China, Spain, The UK, and Singapore Now, among these, the exact market will be known using Market Attractiveness-Cost-Risk Framework or MACS in Table-2

Table 1: International market screening

(Source: Self)

To develop the table-1, first, different nations are selected as per their GDP, population, and ease of doing business. For example, China and India have higher populations and even demand for cosmetics. After that, the countries in which Sugar Cosmetics is already presented are eliminated. This helped to remain with four countries in the knock-out stage which are China, Spain, the UK and Singapore. The selection of the final country or market will be done using the MACS framework below.

Countries (For rank: low performance = 4, high performance = 1)	GDP per capita (World Economics, 2023b)	Ease of doing business (World Economics, 2023a)	Inflation rate (IMF, 2023)	GDP growth rate (World Bank, 2023)	Market demand and knowledge of colour cosmetics (Petruzzi, 2022)	Overall Score and Rank
China	4	4	1	4	2	15, Rank 4
Spain	3	3	2	1	3	12, Rank 2
The UK	2	2	4	2	1	11, Rank 1
Singapore	1	1	3	3	4	12, Rank 3

Table 2: MACS

(Source: Self)

The UK has the lowest total rank which is 11 and it has the highest market demand for lipsticks and colour cosmetics. Both Singapore and Spain score 12 but the demand for the product is high in Spain than in Singapore. That is why; Spain got the second rank and Singapore third. Hence, the UK is selected for market expansion.However, these are not the only criteria to select a market. For example, the company which is expanding must know the market. Another factor that is implemented in the selection of a market to expand is more opportunities to expand in another market. With the expansion in the UK, Sugar can access Northern Ireland and England. Moreover, it is already present in Italy and Germany. That means it has little knowledge about the European market. According to the Uppsala model, an organization can expand to a market in which it has little knowledge and has growth opportunities in nearby markets (Igwe, 2021). Both of these factors are fulfilled by the British market. Hence, Sugar Cosmetics can decide to expand in the UK.

Stage 3: Market entry strategy

Before selecting the exact market entry strategy, the internal and external environment of the company is to be examined with SWOT and STEEPLE analysis (Benzaghta*et al.*, 2021).

Environmental analysis

SWOT analysis

Strengths	Weaknesses
• High brand awareness • High market share • Revenue growth increased even during Covid-19 (Dash, 2020) • Variety of products available (Sugar, 2023a) • Experience and Presence in six different markets (Chandra, 2022)	• Very little experience with the international market • Not recognized in the UK • Limited knowledge of local consumers, and suppliers
Opportunities	**Threats**
• The market value of cosmetics in the global market and the UK is increasing (Petruzzi, 2022) • The market value of cosmetics in the UK is over 169 million GBP (Petruzzi, 2022a) • Retail sales of cosmetics in the UK are increasing each week and month (Petruzzi, 2023; Petruzzi, 2023a). • The lip care market is over 0.46 billion GBP (Statista, 2023h) • Colour cosmetics market is over 4.5% (Petruzzi, 2022b)	• The colour cosmetic market is highly competitive in the UK • Presence of bigger international and local market players such as L'Oreal, Avon, and others (Kunst, 2023a) • The diversified working environment in the UK is very complex to manage. • Price sensitive market • Changing Regulatory and legal frameworks in the UK

Table 3: SWOT analysis

(Source: Self)

STEEPLE analysis

Sociocultural	• This is hard to find skilled and young workers in the UK as the median age of British people is increasing (Clark, 2023c) • Consumers are very environmentally conscious (Kunst, 2023b). • The price of products, brand familiarity, and recommendations by

	others are preferred by Gen-Z consumers (Tighe, 2022a).
Technological	• The organization used the cruelty-free and vegan process of production (Sugar, 2023) • Online shopping is increasing in the UK • 29.3% of the shoppers shop online which is the highest in the UK. • This is followed by Belfast (27.6%), London (24.5%) (Coppla, 2023)
Economic	• GDP growth has been reduced due to Covid-19 and Brexit uncertainty (O'Neil, 2023a) • Increase inflation due to the economic crisis after Brexit and Covid-19. • The GDP of the UK will increase to over 4200 billion USD by 2028 (O'Neill, 2023b). • The per capita GDP of the UK is still rising (O'Neill, 2023c). • Inflation increases but is expected to reduce below 2% within 2025 (O'Neill, 2023c) • The consumer price index is high (Clark, 2023b)
Environmental	• The environment in the UK becomes extreme which might impact the business of Sugar Cosmetics • For example, there could be negative effects on transport, logistics and supply chain due to climate change (Arnell and Freeman, 2021)
Political	• Overall, the UK is politically stable (Huddy et al., 2018) • Brexit has created business uncertainties in the UK (Bloom *et al.*, 2018)
Legal	• The Equality Act of 2010 must be followed to provide equal rights to every employee (Cole, 2023) • The Employment Rights Act of 1996 must be used for all employees without discrimination (Cole, 2023) • These laws must help to work in a diverse working environment (Cole, 2023) • Apart from any general leaves, the employees must get leaves according to the Maternity and Paternity Leave Regulations of 1999 (Cole, 2023)

	• The salary structure must follow the National Minimum Wage Act of 1998 (Cole, 2023)
Ethical	• Sugar Cosmetics is involved in cruelty-free and vegan production • The company also invest in new businesses and startups even through a program of Shark Tank India (Times Now, 2023a)

Table 4: STEEPLE analysis

(Source: Self)

SMART Objectives

- To aware 70% of the target consumers in the UK within the next 12 months after entering the market.
- To achieve a 10% market share in the UK in the lipsticks and colour cosmetic sector by the end of this year
- To achieve revenue growth of the cosmetics sector in the UK which is almost 10% within one year (Statista, 2023a)

Market entry strategy

Market entry modes depend on different factors such as firm size, international experience, type of products, potential risks, and other external factors. For example, the UK market for cosmetics is not very large but it is not saturated yet. High demand for colour cosmetics is there among women in the UK. The country has a stable political environment. There are different market entry modes such as joint venture, acquisition, franchising and others. For example, in joint venture, partnership with an already established organization in the UK such as L'Oreal, Avon, and others. Though, it is not possible to do with the limited international experience of the organization (Nippa, and Reuer, 2019). Moreover, it is a little time-consuming with legal complexities and costly. This issue can be solved with franchising businesses where the experience of local companies can be used. Though, it is also time-consuming and costly together with little control over the market.This can be a barrier to expanding in the market and others in the future (Rosado-Serrano*et al.*, 2018). Acquisition can also be a market entry mode but it is also costly (Hadjimichael and Tsoukas, 2019). Full control over the market can be gained using greenfield investment (Gogić, 2021). Licensing is another mode which can be used as it requires low investment, allows local market leveraging, and rapid market expansion. However, market control over the operation of licensees is limited. There are chances that the licensee might become a competitor in the future. Moreover, quality cannot be controlled and monitored easily (Li*et al.*, 2018). That is why; direct investment looks suitable for Sugar Cosmetics. Though, it is challenging for slow market entry, complexities in the local regulations, and high financial requirements. However, Sugar has enough financial capacity and it has already expanded to six different markets. Hence, Sugar can handle the legal complexities with the experience of its previous international expansion. For the same reasons, it can handle cultural diversity. With fully owned subsidiaries, the company can get good control over the market, gain a higher profit, and get long-term market dominance (Schellenberg*et al.*, 2018). Moreover, in the future, it will be easy to transfer knowledge, expertise, and technology.

Therefore, the selected market entry mode for Sugar cosmetics is direct investment.

Stage 4: Designing the sustainable global marketing program

STP analysis

Segmentation

Consumers in the market can be segmented using psychographic, geographic, behavioural, and demographic characteristics (Antika, 2023). The geographical segment for Lipsticks as a product by Sugar will be the UK in this case. By psychographic and behavioural segment, the customers in the UK prefer high-quality and low-price products. However, skin compatibility, brand and scent are also crucial (Statista, 2023a). The demographic segment for lipstick products is women as gender and the selected age group is 18 to 29 years. This is because; this young women age group has a high rate of weekly usage of lipsticks in the UK (Kunst, 2019). According to this segment data, two target segments are identified below.

Segment-1	Segment-2
• Age range: 18-29 years • Female • Higher middle class • Live in the high-street • Occupation: Full-time job/business • Married • Children: 2 daughters • Fashion enthusiast	• Age range: 18-29 years • Female • Middle class • Live in an urban area • Occupation: Part-time job and student • Unmarried • No children • Love fashion and makeup

• Focus on quality over price • Use the Internet/social media for work • Environmental conscious	• Looking value for money • Spend much time on social media • More care for natural skin ingredients

Table 5: Key segments

(Source: Self)

Targeting

According to the key segments, Segment-1 can be targeted over segment-2. This is because; segment-2 belongs to higher income status, higher middle-class family, value quality over cost, fashion enthusiastic, and have 2 daughters. That means, segment-1 has higher purchasing capacity, and frequency as fashion enthusiastic. Such segments also brought lipsticks for others like family members or daughters. Higher-income and higher middle-class families allow them to pay even additional for high-quality products. Sugar can pursue this target group with a concentrated strategy to utilize this segment (Dibb*et al.*, 2019).

Positioning

The current positioning statement of Sugar Cosmetics is *"So, go ahead and pick your faves. It's time to rule the world, one look at a time."* However, the positioning statement for the target segment in the UK will be: "For customers seeking quality over cost Sugar will provide them the best quality lipsticks at an affordable price." According to the current competition in the UK, the perceptual map is given below:

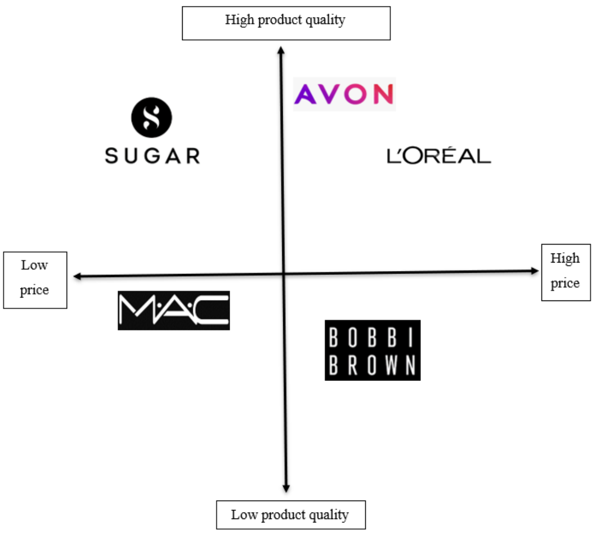

Figure 4: Perceptual map

(Source: Self)

According to the above map, it is clear that Sugar will try to establish itself as a high-quality and low-price product in the UK. Other brands in the map are the top leading companies for cosmetics and lipsticks in the UK. For example, L'Oreal and Avon are the top leading make-up and cosmetic brand as per brand awareness in the UK (Kunst, 2023a). M.A.C and Bobbi Brown are also in the top 10 for brand awareness. However, Avon and M.A.C are leading among women for lipsticks where L'Oreal Paris is in Top-7 and Bobbi Brown is in top-20 (Statista, 2023b).

Marketing mix

Product

There are large numbers of lipsticks and lip care products by Sugar Cosmetics. However, the products must be selected as per Sugar’s global approach and according to the UK market (Hollensen, 2020). That is why; only Lipsticks are selected for the product in the UK. Sugar has a variety of lipsticks such as Transfer Roof, Matte, Liquid, Crayon, Powder, Satin, and Bullet (Sugar, 2023a). The products must reflect the strong brand image of the organization. This can be done by meeting consumers' preferences and satisfying them (Reddy*et al.*, 2023). The Augmented Model is given below:

Augmented Model

Core	Actual	Augmented
High-quality lipsticks with variety are made with ingredients harmless to the skin. Promote well-being and self-care, express individual desires, and enhance beauty.	Quality products with low prices using cosmetic tech (Sabanoglu, 2023). Responsible packaging and design together with a variety of quality lipsticks and brand names.	High discount for first 500 customers who bought lipsticks using the mobile application of Sugar and take a subscription. Customer supports through online and mobile. Educational resources educate customers on better lip care and the selection of products with proper colours as per the skin of individuals. Loyalty programs included.

Table 6: Augmented model

(Source: Self)

Price

A lower pricing strategy is selected by the company. Though, it is as per the quality of the products as the company has a variety of lipstick and the target audience love to pay additional for higher quality. Moreover, the positioning map showed higher competition and a lower pricing strategy can provide a higher competitive advantage (Shariq, 2018). Social factors like the income of people in the UK and their purchasing power must be considered in this case as given in the PESTEL analysis. Pricing strategy is depending on various factors such as brand position, product nature, target customer, consumers' perception, and market leaders (Hollensen, 2020). However, high quality and low price suggest a penetration pricing strategy for Sugar Cosmetics. In India, the Lips products range from 299 to 1049 INR (Sugar, 2023a). This is almost 3 to 10 GBP. This price is competitive though high-income customers can pay more. Though, it is noted that 36% of women in the UK pay 25 GBP or less for lip-care products in a year (Kunst, 2019b). 25 to 50 GBP for lipsticks which can run for one year can be enough.

Place

The online store business Sugar is successful in the USA though, only online business cannot provide enough success in the international market. That is why; Sugar must establish offline stores, especially in the high streets of the UK. Offline revenue share for cosmetics in the UK is still high. Though, online revenue is expected to increase over offline revenue within 2025. Hence, for the next two years, Sugar must start with offline stores and strengthen its online business as well.

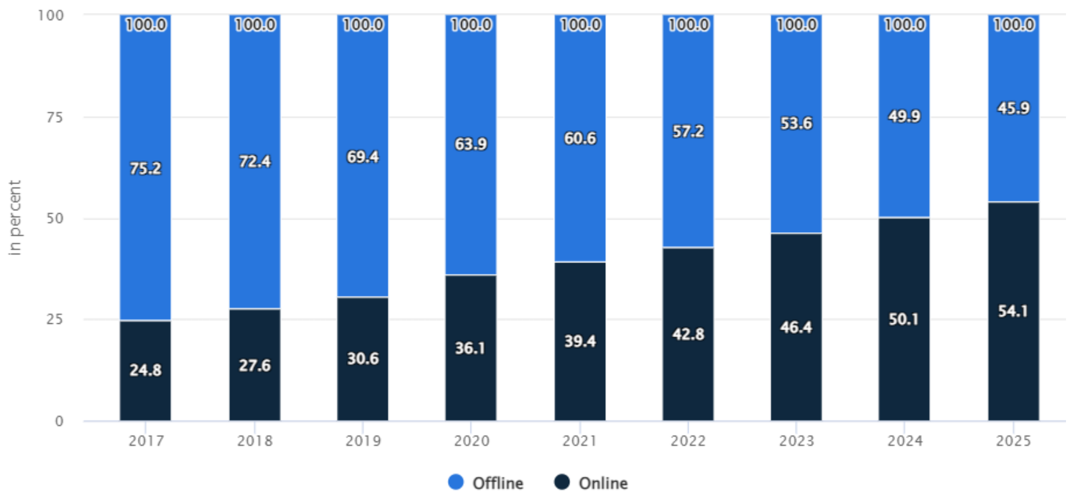

Figure 5: Online and offline revenue share for cosmetics products in the UK

(Source: Statista, 2023c)

Besides this, the company can use local distributions in the UK for which it needs to make strong partnerships with local distributors and establish a cost-effective distribution network. This could also be possible by establishing a self-distribution strategy for the target audience.

Promotion

The target segment uses social media platforms and the internet for work which is why; word-of-mouth and email marketing will be best to promote the product at present (Nanayakkara, 2020). A standardized product and promotion strategy can be followed for this (Hollensen, 2020). However, the promotional strategy must be a combination of different mediums as online sales from mobile applications and the official site will also be conducted. The AIDA model will help to understand the entire promotional strategy.

Attention	Start promotion through email to grab the attention of the target market. With this, posters, banners, and billboards can be used in high streets, and near the airports to attract the professional target segment. Most of the marketers in the UK spend highly on email marketing (Statista, 2023d). Though, social media marketing through creating pages like Sugar Cosmetics UK over Instagram, Facebook, and other mediums is necessary to attract the attention of target customers.
Interests	Information on the variety of the product as per colours, price, and quality must be provided. This can be done through social media, email marketing and traditional methods like TV advertisements. Educational videos on lip care that represent women's empowerment and professionally successful women can be launched on YouTube. On average, 36 TV advertisements are seen by a viewer in the UK (Statista, 2023e). 6 to 14.2 minutes are spent per capita on daily TV advertisements (Statista, 2023f). Among them, most are women (Statista, 2023g).
Desire	Influencer marketing is one of the best ways to drive desire among customers in the UK. This is also cost-effective compared to launching different offline or online events. Over 68% of British marketers are using influencer marketing (Dencheva, 2023). The influencers must promote the product benefits, and personal care through the product with natural and harmless ingredients. Micro and macro influencers are mostly used in the UK. Though, micro-influencers are less costly. They have a higher percentage of followers (Dencheva, 2023a). Fashion and lifestyle customers also followed them (Dixon, 2022a).
Action	Offline events must be conducted to form the action and the information for this will be posted on social media pages of the company. Though, email marketing will also be used to inform the target segment. In this event, the target audience will motivate to fast purchases online to get a

	loyalty bonus, a high discount on membership and the price of the products. Consultation on lip colour uses without any harmful impact on the skin will be provided at this event.

Table 7: AIDA model

(Source: Self)

Stage 5: Implementing and coordinating the sustainable global marketing programmes

Implementation issues

Following are the issues to implement the marketing plan mentioned through the AIDA framework in Stage-4.

- Marketers spend more on digital video advertising than only TV advertising in the UK. That is why; driving action and desire might be more effective for Sugar than driving interest (Statista, 2023g).
- TV advertisement is a traditional method which is costly
- Reaching a large number of customers through email marketing is time-consuming
- Fashion and beauty influencers are least credited among UK followers than other types of influencers (Dixon, 2022a).

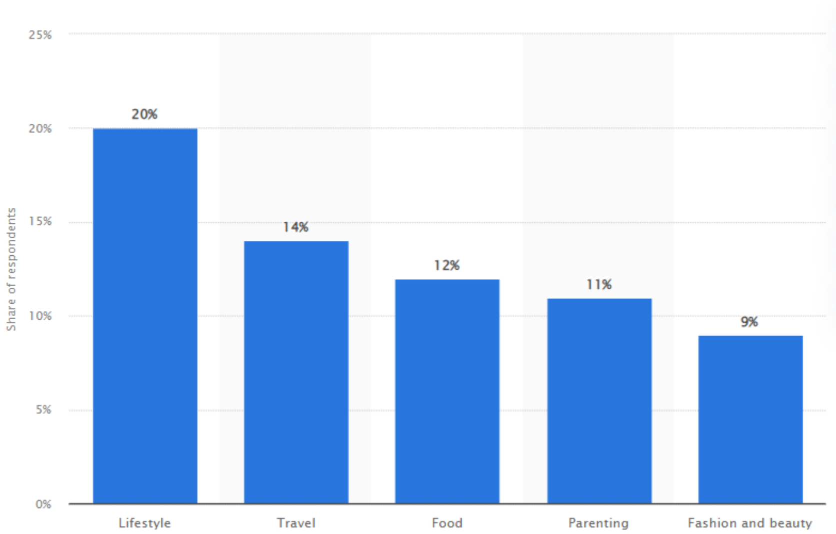

Figure 6: Type of influencer categories by reaching followers

(Source: Dixon, 2022a)

Gantt chart

The Gantt chart below showed the implementation plan for Sugar's promotions while mitigating the issues for the first 12 months in the UK.

Tasks	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Official work and decision-making on the promotional and marketing strategies												
Gathering resources and budget allocation												
Develop online and offline presence through email marketing, social media, YouTube, stores, influencer marketing, and TV advertisement (full AIDA strategies)												
Give training for the success of the final event												
Promote the event using social media advertisements, and email marketing												
Gather investment to launch the event												
Prepare to launch the event (Desire and Action)												
Selection of location for the event												
Event Launched												

Table 8: Gantt chart

(Source: Self)

In the training and management step, the company must consider that the polycentric approach for the expansion is taken. In this approach, people from diversified backgrounds and cultures will work. Especially, Indian managers and British managers together with employees will work together. Hence, Sugar Cosmetics must include inclusion strategies in the diversified working environment (Garg and Sangwan, 2021). After launching this event, and establishing it in the UK, Sugar must check its performance each year with KPIs such as market share, revenue, CAGR, social-media engagement rate and other processes to monitor brand awareness. Hence, digital marketing technologies are crucial for the organization.

Corporate social responsibility

According to the implementation and other issues in the sustainable global marketing of Sugar, the following CSR issues are to be addressed using the Triple Bottom Line framework or TBL (Correia, 2019).

Profit and economic dimension of CSR:Economic issues related to pricing might arrive for Sugar cosmetics if the price of the product exceeds the purchasing power of consumers. Ethical issues might arrive if the sourcing of the product is not ethical and follow the practices of fair trade in the UK. Here, Sugar Cosmetics can provide economic growth opportunities to suppliers, and people in the alliance. Discounts to its partners can be another way to take care the economic responsibility.

Planet and ethical responsibility:According to a report by Times Now, (2023), Sugar Cosmetics got success as a fully vegan, and cruelty-free skincare brand (Times Now, 2023). Animal welfare and environment-friendly packaging are most considered before buying decisions in the UK (Kunst, 2023b). Hence, it must source its products with the same ethical purpose which will attract customers as well. Sustainable shopping behaviours are recently seen among consumers in the UK (Tighe, 2022). They also think that online delivery has access to packing (Yltaevae, 2023). To address and mitigate such issues, Sugar must take help from the 3Rs which are "Reduce, Reuse, and Recycle. Consumers from any age group in the UK are willing to spend more money if the product is sustainable (Tighe, 2022a). Hence, this approach will help Sugar Cosmetics to earn more customers from the target audience in the new market. Besides packaging, sustainable delivery like carbon-free delivery must be considered by Sugar. This is because; consumers in the UK especially online shoppers from London, Belfast, and Glasgow look for such options (Coppla, 2023).

People, philanthropic and legal responsibility: The CEO of Sugar Cosmetics has invested in many businesses in India through a show named Shark Tanks (Times Now, 2023a). Such philanthropic work in the UK can gain the brand's popularity. Women empowerment is promoted by the CEO which helps to enhance brand awareness in the UK. Such factors can help the business where women's empowerment is almost 7% lower than men's empowerment and 75% of British women think that there are gaps (Clark, 2022a; and Clark, 2023a). Besides this, the employment laws and business laws as mentioned in the STEEPLE analysis of the UK are to be followed. For example, laws related to business with less impact on the environment, minimum wages, rights of employees, paternity and maternity leaves are to be followed (Cole, 2023).

These CSR issues must be addressed carefully together with implementing the recommended CSR strategies. For successful implementation, Sugar must keep monitoring the impact of CSR strategies and compare them with expected results.

Conclusion

From the overall discussion and analysis, it can be concluded that Sugar Cosmetics can consider international expansion. According to its current and remaining market, the UK could be a better choice to enter into the new market. There are different market entry modes but direct investment can help to get full control over the market and Sugar has enough financial support to enter into the market with direct investment. With the promotion, the company should focus on its ethical and corporate social responsibility to attract customers. This will help the company in its sustainable marketing strategies which also refer to the UN sustainable goals. For example, it will improve women's empowerment, and consider the planet for cruelty-free and vegan products.

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