

an **affordable** and **innovative** cosmetic brand that launched in 1979 offering lipsticks and nail polishes. Offering a much larger selection of products today, Wet n Wild has remained an affordable brand who prides itself with producing **cruelty free** and **inclusive** products. These products can be found on the shelves of most local drugstores including Walgreens and Target and in beauty stores, like Ulta Beauty.

Countries: Bad Europe

Russia: Russia is a transcontinental country that spans from Eastern Europe to Northern Asia and is the largest country in the world with a population of over 140 million and a nominal GDP of around 1.6 trillion USD.

Greece: Greece is a country in southeastern Europe that includes a region attached to the continent as well as several islands spread throughout the Mediterranean. Greece has a population of almost eleven million people and a nominal GDP of around 200 billion.

Spain: Spain is located in the Iberian Peninsula, or southwest region of Europe, and has a population of almost fifty million people and a nominal GDP of about 1.5 trillion USD.

Italy: is in essence a peninsula, located in Southern Europe and surrounded by Mediterranean waters on its coastlines. Italy has a population of around sixty million people and a nominal GDP of around 2 trillion.

Brand Meaning

Performance: Performs well and does what it says over time. Provides a consistent formula that is surprisingly effective for the low cost point. Provides value for the money in a unique and versatile way.

Imagery: Appears to be a lower end cosmetic brand commonly found in drugstores that strives to be an affordable but reliable option. "Drugstore Quality." Customers who reviewed products from Wet n Wild say their products are high quality and worked well for different people with different skin types and tones.

Located in the **value** segment.

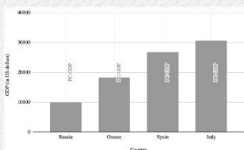
Scoring

Scoring: The top population was taken as a 10 (on a scale of 1-10) and all other countries were scored such that their percentage of the top population was multiplied by 10. This same scoring method was used on all of the variables.

Reverse Scoring: The reverse scoring method was used to reverse the scores for variables such as corruption that negatively impact people's willingness to spend money on makeup.

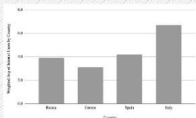
Category 1: Market Size/Potential

We weighted the **per capita GDP** at a 5.0 because it is one of the most important variables of whether we market to that country. The countries with a higher GDP are more likely to purchase our product because they have more money to spend. Italy has the highest GDP.

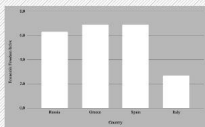


Category 2: Infrastructure

Internet users (as % of population): This is an important variable because a higher percentage of people who use the internet means that there are more people who will be seeing the advertising for our product and have access to the website. In addition, people who can afford to get on the internet can also afford to buy our makeup.



Category 3: Political Situation



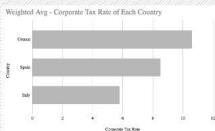
Economic freedom index:

We weighted this variable as a five because it is incredibly important that the chosen country is easily penetrable because Wet n Wild is not currently a competitor in the countries assessed.

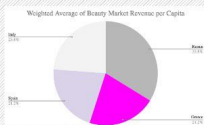
Category 4: Regulatory/Legal Environment/Entry Barriers

Corporate tax rate: Lower corporate tax rates open more room for investment for Wet n Wild in a country.

We weighted this variable as a five because Wet n Wild should choose a country in which they can easily operate in without high investment cost, as it will ensure more economical success abroad.



Category 5: Competitive Intensity



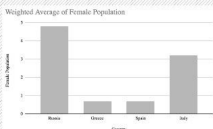
Beauty market revenue per capita (2011): This data is helpful to Wet n Wild because it compares the beauty market revenue per capita in each country, which ultimately would show them which country spends the most in that specific market.

We weighted this variable as a five because it will provide Wet n Wild with incredibly important information on how much the target countries value the beauty market and whether or not that country will be a profitable choice due to the spending in that market.

Category 6: Cultural Fit

Female population (as % of total population): The female population of any country is the one Wet n Wild would market to the most. The country with the highest female population as a percent of the total population has the largest consumer base for Wet n Wild to market to.

A country with a low female population leaves much less opportunity for successful marketing efforts from Wet n Wild, so we weighted this variable as a five. Wet n Wild should choose a country with a wide population of potential consumers.



Overview

Overall, Greece had the highest amount of high weighted average scores across the variables that were chosen in our assessment of Russia, Greece, Spain, and Italy. The revenue for the cosmetics segment in Greece has amounted to \$178.6 million in 2021, and the expected to grow annually by 2.43%. The average revenue per capita is \$17.22.