

Team Members

ChiWai Li

- About Us
- Location
- Climate
- Import/Export
- Store Policies

Naja Barber

- Mission & Vision Statement
- Technology & Social Media
- Products
- Site Designer

Fatoumata Cisse

- Natural Resource
- Geography
- Culture
- Labor and Employment
- Return Policy

Omar Touray

- Population and Demographics
- Economy
- Distribution
-

International Retailing - South Korea

- Appearance and beauty are very important in Korean culture.
- There is high demand for beauty products and surgeries that help people attain the right look.
- With beauty being so important in South Korean culture, customers are very knowledgeable about cosmetics products and have very high standards, so cosmetics companies are under pressure to produce the best merchandise



Domestic and International Retailing

Domestic Retailing

- ❖ Internal Market or Home Market
- ❖ Interchange goods or service within geographical boundaries

International Retailing

- ❖ Consist Multiple countries
- ❖ Import, export, or directly reach the consumers (E-commerce)

Corporation Responsibility



Sustainability

- ❖ 40% of products are in glass containers
- ❖ Eliminate the use of Virgin Plastic
- ❖ Focus on Recycled Ocean & Land Waste Plastic
- ❖ 100% FSC paper that protects forest ecology and wildlife habitats

Organization Responsibility

- ❖ SK Beauty Charitable Foundation (SKCF)
- ❖ Support Breast Cancer



Current Events

- Skin detoxifying- Korean people have always believed that 'skin is a reflection of your mental state' and more and more people are now emphasizing on the same
- Cica is the ingredient that everyone wants to add to their routine.
- 2021 is shaping up to be just as fruitful when it comes to groundbreaking skincare



Our Products

- At SK Beauty, we provide natural skin care products.
- Some benefits of our products are skin hydration, removes dead skin cells, improves skin tone, texture, and radiance.
- Key Ingredients: Green Tea, Aloe Vera Leaf Extract

