

Marketing Strategy in The Development Of Beyoucé Clinic

Christine Kurniawan^{*}, Yolla Margaretha

Maranatha Christian University, Bandung, Indonesia

^{*}Corresponding author. Email: xtine_kurni@yahoo.com

ABSTRACT

The marketing strategy of Beyoucé Beauty Clinic is developed to grow the business of Beyoucé Beauty Clinic because Beyoucé, as a beauty clinic, needs to sustain itself by generating profit through maximizing sales strategies, which are a part of marketing. Therefore, Beyoucé Beauty Clinic needs to develop a marketing strategy in expanding its services. The strategy undertaken by Beyoucé Clinic involves determining segmentation, targeting, and positioning. The strategy formulation is carried out by determining the 7Ps (price, product, place, promotion, people, process, and physical environment) so that the clinic can compete in the competitive market of beauty clinics. The segmentation and targeting of Beyoucé Beauty Clinic are the residents of Cimahi city, targeting individuals aged 15-35, regardless of gender. The marketing mix conducted by Beyoucé Beauty Clinic includes providing maximum and professional skincare and beauty treatments and offering innovative promotions with attractive and affordable prices for consumers. Beyoucé Beauty Clinic also conducts regular promotions through direct marketing, brochures, and social media.

Keywords: *Marketing Strategy, Marketing Mix, Beyoucé Beauty Clinic*

1. INTRODUCTION

The interest in skincare and beauty treatments has surged among the populace, leading to the flourishing of the beauty industry in Indonesia. This assertion is supported by BPOM's statement (Hamasy, 2022), which notes a 20.6 percent growth in the beauty industry from 819 companies in 2021 to 913 in July 2022. The growth in the beauty industry is predominantly fueled by small and medium-sized enterprises (SMEs), accounting for 83 percent of the market. In 2021, the cosmetic market in Indonesia reached 6.3 billion US dollars or approximately 98 trillion Indonesian Rupiah. The rapid increase in public interest in skincare and beauty maintenance has consequently driven up the demand for skincare and beauty services. This surge has led to the emergence of various branches in skincare, such as products and services in the field of skincare and beauty, including the establishment of Beyoucé Beauty Clinic.

Beyoucé, as one of the emerging beauty clinics providing skincare and aesthetic treatments in the Cimahi city sector, needs to continually advance and compete with other beauty clinics. As a beauty clinic, Beyoucé must ensure its sustainability by generating profits through maximizing sales strategies, which are integral to marketing. Therefore, Beyoucé Beauty Clinic needs to formulate a marketing strategy to develop its services.

2. LITERATURE REVIEW

Marketing, as defined by Kotler & Armstrong (2018), involves attracting customers and managing profitable customer relationships. The dual objectives of marketing are to attract new customers by promising superior value and to retain and grow current customers by delivering value and satisfaction. To ensure marketing continues to function and endure, marketing strategies are necessary. Marketing strategy, according to Kotler & Armstrong (2018), is the marketing logic by which a company hopes to create value for customers and achieve profitable customer relationships. Marketing management, as described by Kotler & Armstrong (2017), entails the analysis, planning, implementation, and control of programs designed to create exchanges with target markets to achieve organizational goals. From the theories above, it can be concluded that marketing strategy is a step in serving the market as the company's target, with the expectation that the company's goals can be achieved through business components.

There are three elements in marketing strategy: segmentation, targeting, and positioning. Market segmentation, according to Kotler & Armstrong (2018), aims to divide the consumer market into distinct categories that may require separate marketing strategies or mixes. The marketing mix, or 7Ps (product, price, promotion, place, people, process, and physical evidence), is a set of marketing strategies used by a company to achieve marketing objectives in the market, as described by Kotler & Keller (2017). The traditional 4Ps marketing mix, consisting of product, price, place, and promotion, has evolved alongside changing consumer behaviors and the intelligence of marketing experts. The implementation of the 7Ps marketing mix at Beyoucé Beauty Clinic can be seen across seven aspects: product, price, promotion, place/location, people, process, and physical evidence.

Therefore, based on the theory above, the initial stage of the strategy undertaken by the author is to determine the strategy by identifying segmentation, target, and positioning for Beyoucé Clinic. The strategy formulation is carried out by determining the 7Ps (product, price, place, promotion, people, process, and physical evidence) so that the clinic can compete in the competition among other beauty clinics in the market.

3. RESEARCH METHODS

This research employs a qualitative descriptive research methodology with interviews conducted with several informants to obtain suitable strategies for improving the services of Beyoucé Beauty Clinic. From the interviews regarding strategies for enhancing these services, the selection of appropriate strategies was determined in accordance with the goals of the owners of Beyoucé Beauty Clinic in Cimahi. The informants interviewed include personnel directly involved in service development, ranging from the planning team to the execution team. The planning team consists of the owner, medical service team, finance team, and marketing team, while the execution team comprises doctors, nurses, and beauticians. The interview activities were conducted simultaneously using interview instruments consisting of a minimum of three questions for each informant. The tools used were paper and pen to record the interview results.

4. RESULTS AND DISCUSSION

4.1. Marketing Planning

Marketing planning is conducted by determining marketing strategies. The marketing planning used is STP (segmenting, targeting, and positioning) combined with the marketing mix (product, price, place, and promotion).

4.1.1. Segmentation

Kotler & Keller (2016) argue that the main variables in segmentation consist of geographic segmentation, demographic segmentation, and behavioural segmentation.

In Geographic Segmentation, the grouping is based on geographical factors such as the customers' place of origin or residence. Beyoucé Beauty Clinic's geographic segmentation is in the area of Cimahi City because the clinic is located in Cimahi City. The boundaries of Cimahi City consist of Northern Side: Parongpong, Cisarua, and Ngamprah Districts - West Bandung Regency, Eastern Side: Sukasari, Sukajadi, Cicendo, and Andir Districts - Bandung City, Southern Side: Margaasih District - Bandung Regency, and Bandung Kulon District - Bandung City, and Western Side: Padalarang and Batujajar Districts - West Bandung Regency

The demographic segmentation of Beyoucé Beauty Clinic is divided into three categories: age, gender, and occupation. By the Age, the products offered by Beyoucé Beauty Clinic include services and products related to skincare and beauty treatments, which are more preferred by the productive age groups. These groups consist of teenagers aged 13-17, young adults aged 18-24, and middle-aged adults aged 25-40. The demographic segmentation of Beyoucé Beauty Clinic is the age range of 15-35 years, encompassing teenagers to middle-aged adults. By the Gender, with the advancement of information about skincare and beauty treatments, this trend has expanded from being predominantly favored by women to now being embraced by men as well. Therefore, Beyoucé Beauty Clinic's segmentation includes both men and women. And last, by occupation Beyoucé Beauty Clinic offers products and services in the field of skincare and beauty treatments, which are desired by the entire community. Therefore, Beyoucé Beauty Clinic's segmentation is not limited by occupation.

In behavioral segmentation, this segmentation is divided into several groups based on needs and benefits, decision-making roles, users, and related user variables. Beyoucé Beauty Clinic's behavioral segmentation targets individuals who are conscious and attentive to the importance of regular beauty and skincare treatments, with professional

monitoring to achieve optimal results in a short period. The sought-after treatments include skin brightening, wrinkle removal, acne treatment, as well as addressing black spots and facial contouring.

4.1.2. Targeting

According to the concept of targeting theory, Beyoucé Beauty Clinic is divided into geographic, demographic, and psychographic. The target customers of Beyoucé Beauty Clinic based on geography are Cimahi City and Bandung City because the clinic is located in Cimahi City and is only approximately 600 meters from the toll access to Bandung City. This widens the market reach of Beyoucé Beauty Clinic and makes it easily accessible from various locations. However, primarily, Beyoucé Beauty Clinic sets its main target customers in Cimahi City, especially in the South Cimahi district, due to its operational location there. Beyoucé Beauty Clinic also promotes through online social media, which means information about Beyoucé Beauty Clinic can reach various areas, and it's possible to expand beyond the Cimahi and Bandung areas. Second, the target customers based on demographics are women and men in the productive age range of 15-35 years old, as individuals in this age group tend to have a higher interest in appearance. Last, the target customers based on psychographics are individuals who have an interest and inclination towards body, skin, and anti-aging care.

4.1.3. Positioning

Positioning is the act of designing a company's offering and image to occupy a distinctive place in the minds of consumers (Kotler & Keller, 2016). Beyoucé Beauty Clinic aims to position itself as a clinic known for quality beauty products and services at affordable prices. Additionally, the positioning created by Beyoucé Beauty Clinic also positions it as a quality beauty clinic brand with affordable prices known to the Indonesian community, especially in the Cimahi area.

4.2. Marketing Mix Strategy of Beyoucé Beauty Clinic

Implementation of the 7P marketing mix at Beyoucé Beauty Clinic can be seen in the following aspects:

4.2.1. Product

In Beyoucé Beauty Clinic, the products offered include skincare treatments and Beyoucé skincare products. Skincare treatments consist of basic skin treatments such as facials, microdermabrasion, peels, IPL (Intensed Pulsed Light), radiofrequency, skin boosters, PRP (Platelet Rich Plasma), and HIFU (High Intensity Focused Ultrasound). Beyoucé's skincare products include facial cleansers, serums, sunscreens, day creams, and night creams. Beyoucé Clinic also offers discounted prices through treatment package deals combined with skincare products.

For example, Beyoucé offers a flagship product for acne treatment called the "Instant Acne Kill" package. This package includes a combination of facial treatments with premium medication, followed by a series of electric facials, peels, and IPL treatments specifically designed to eliminate acne and acne scars. Premium facials recommended use a series of premium Beyoucé products containing tea tree and salmon DNA. Chemical peels are then applied evenly to lift dead skin cells and comedones from the face. IPL treatment is then conducted using a machine that emits specific wavelengths of light to penetrate certain layers of the skin to address skin issues in those layers. Customer comfort is prioritized during treatment.

Because treatments are offered in package form, the prices are discounted by 10% from the total price. Beyoucé also markets its services to students by offering an additional 10% discount specifically for students, applied after the initial discount. This is done because skin issues like acne are often experienced during puberty. The goal is to provide comfortable, effective, and fast treatment at affordable prices, ultimately leading to customer satisfaction.

4.2.2. Price

Price determination is key to winning the market. Beyoucé Beauty Clinic conducts market surveys before setting treatment prices, evaluating consumer purchasing power at the clinic. The survey results indicate that Beyoucé's consumers have a medium to low purchasing power, which aligns with the surrounding area's economic conditions. In addition to assessing consumer purchasing power, Beyoucé also conducts price comparison surveys with competitors in the vicinity. Therefore, Beyoucé sets prices at the medium to low range while maintaining maximum quality and professionalism.

Based on the survey results indicating a preference for lower-priced treatments among the medium to low-income demographic, Beyoucé sets treatment prices starting from IDR 75,000 for brightening facials and acne facials as part of the clinic's low-cost pricing promotion, with Beyoucé skincare products starting from IDR 50,000 to reach the medium to low-income demographic.

4.2.3. Place/Distribution

Beyoucé Beauty Clinic is located in Cimahi City, Central Cimahi District, Leuwigajah Village, specifically in the Baros market area at Jl. Ps. Baros no. 117. This location is strategically chosen to ensure high foot traffic while maintaining a quiet atmosphere without noise, allowing customers to easily recognize the clinic's location and receive treatments in a serene environment. The clinic's space is divided into 5 sections, including outdoor parking and waiting areas, an indoor waiting area with an administrative desk, a pantry area, a treatment room, and a consultation room. The distribution channel utilized by Beyoucé Beauty Clinic is direct distribution, delivering directly from the clinic to the consumers, which is a type of level one distribution channel known as producer-consumer.

4.2.4. Promotion

Beyoucé Beauty Clinic conducts various promotional activities, both through direct promotions and social media. The promotional tools used include word of mouth, social media, brochures, health information and before-after result, and discount promotions.

By word of mouth, Beyoucé Beauty Clinic conducted a survey on its promotional activities over the past year and found that word-of-mouth recommendations have a significant impact on increasing potential customers' interest, especially when coupled with customer satisfaction promotions.

By social media promotion, the clinic's social media platforms include Instagram, TikTok, and WhatsApp. Beyoucé Beauty Clinic promotes its services through promotional ads, videos, and portfolio photos of customers who have undergone treatments at Beyoucé, as well as providing educational content about beauty and skincare through these social media channels.

By brochures, Beyoucé Beauty Clinic also engages in direct promotion using brochures that include the clinic's identity, location, and details of treatment and product offerings. These brochures can also be viewed virtually through links provided on Beyoucé_cimahi's Instagram profile. Brochures serve as easily accessible and quick media tools for the public, and they are distributed regularly in physical form. Additionally, the clinic strategically places brochures in partner businesses related to Beyoucé, such as displaying and distributing brochures directly at the clinic, Baros El Pharmacy, and Baros Electronic Store in Cimahi.

By Health Information and Before-After Treatment Results, this information is displayed and placed in the waiting area of the clinic, allowing both current and potential customers to view the information and see the immediate results of specific treatments, thus generating consumer interest in undergoing those treatments.

And last, by giving discount promotion, giveaway, and gifts. Promotions are divided into permanent promotions and special event promotions. Permanent promotions consist of package deals combining multiple treatments or packages that involve upfront booking and payment for several treatments. Special event promotions held by Beyoucé may include discounted rates, conditional giveaways, vouchers, and gifts offered around specific holidays. These promotions aim to attract consumer interest, draw in new customers, and compete with competitor clinics.

4.2.5. People

In terms of personnel, Beyoucé Clinic provides excellent service and always prioritizes customer satisfaction. The clinic regularly trains and evaluates its staff, occasionally sending nurses and doctors to attend training sessions or seminars on health, skincare, and beauty.

4.2.6. Process

Beyoucé Beauty Clinic implements a marketing mix that emphasizes fast, efficient, meticulous, professional service delivery, always prioritizing customer comfort.

4.2.7. Physical Evidence

In terms of physical evidence, Beyoucé Beauty Clinic ensures it has good facilities and regularly maintains them. Facilities include facial equipment, facial machines, IPL machines, and supportive medications.

5. CONCLUSION

Beyoucé Beauty Clinic competes with other beauty clinics, so it needs to develop its marketing system by formulating marketing strategies. Therefore, segmentation and targeting for Beyoucé Beauty Clinic are defined as the population of Cimahi city and its surrounding areas, primarily targeting the productive age group, especially those aged 15-35, regardless of gender. The marketing mix for Beyoucé Beauty Clinic is determined by providing maximum and professional skincare and beauty treatment services as the product aspect, while in terms of price, the clinic aims to provide quality service at affordable prices, supplemented by promotional efforts using promotional strategies and giveaways to achieve patient satisfaction. Beyoucé Beauty Clinic also conducts regular promotions through direct promotion, brochures, and social media.

Based on the marketing strategy for Beyoucé Beauty Clinic, the author provides suggestions related to strategies for improvement. Suggestions for management include the addition of product variations to meet consumer needs for certain skincare products that are currently unavailable. Additionally, it would be beneficial for the clinic to relocate to a closer location to major roads and find a location with unobstructed access roads. For human resources, it is recommended to increase the number of doctors, administrative staff, managers, therapists, nurses, and marketing teams to accommodate more customers and maximize the effectiveness of administration, management, and targeted marketing. The marketing team could benefit from creating a dedicated website for the clinic and revising specific map points on Google. Additionally, the marketing team should conduct regular promotions through live streaming on social media platforms and specific marketplaces.

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