

## Business Conversation

### LESSON 13

#### Market Survey for Cosmetics



Aya : We think the cosmetics business is immune to the **prolonged** economic **slump** because cosmetics products are essential for people. So we're planning to set up a new cosmetics business. Our ideal is to create a **userfriendly** business. Could you give me advice from a customer's point of view.

Mari : Sure. These days, I've become more **health-conscious**. What matters most is the safety of the products. Cosmetics are supposed to improve beauty, not cause skin problems. So I think **additive-free** products are favored by most customers like me.

Aya : Thanks a lot. How about you, Mari?

Mari : Well, I use makeup every day, and it costs a lot. A big problem is finding a quality products for an affordable price. Cosmetic products are based on different fragrances, colors and various other factors, So, when I decide to purchase new makeup, I want to have the following; first, I need to get advice from knowledgeable beauticians. Second, I want to try new makeup at a leisurely pace. Third, free samples of cleansing cream and face lotion should be available to wash off the foundations.

Aya : To sum up your advice, you gave me these elements we need to produce cheap, healthy, high quality cosmetic products, and we need to make you feel at home and provide expert advice. Thanks a million for your help.

**Let's Talk :**

1. What is the most famous cosmetic brand/s in your country?
2. What kind of beauty treatment you use at daytime/nighttime?