



ICELANDIC GLACIAL

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OVERVIEW



Background



Marketing
Program



Financials



Execution
Plan

BACKGROUND



Current
Brand
Overview



Target
Consumer



Competitive
Overview



Market
Research

WE ARE ICELANDIC GLACIAL



CURRENT BRAND OVERVIEW

COMPANY DESCRIPTION

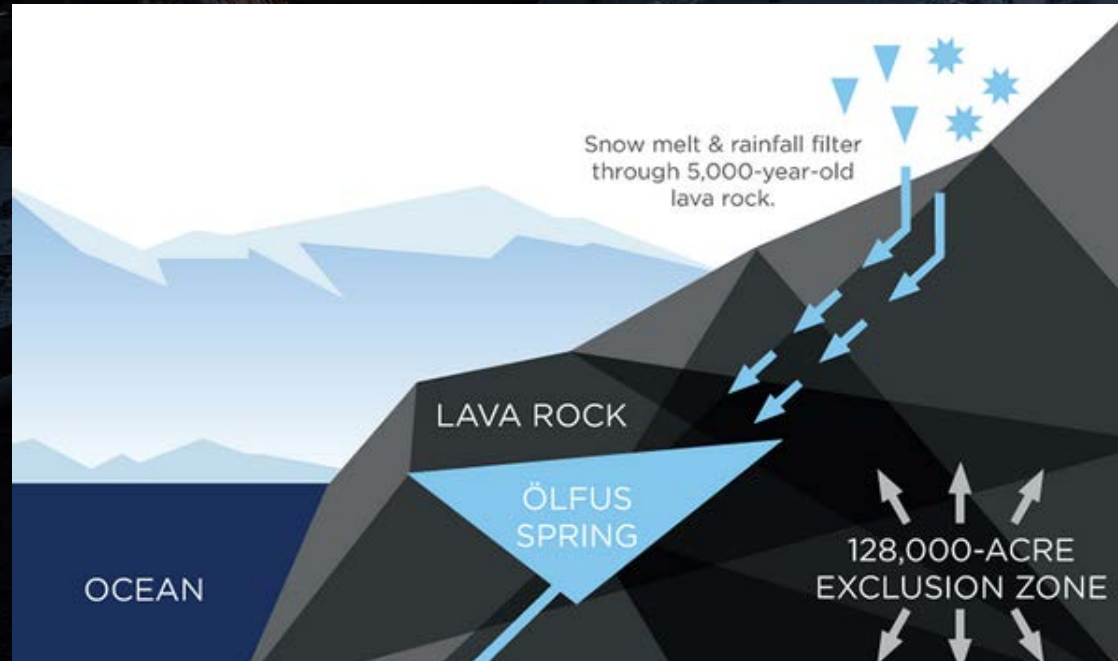
- Owned by Icelandic Water Holdings (IWH)
- Established 2005 by Jon Olafsson
- Luxury reputation



CURRENT BRAND OVERVIEW

OUR WATER

- From Ölfus Spring, formed 5,000 years ago
- Very low TDS, far surpassing WHO standards
- BPA-free water bottles protect taste



CURRENT BRAND OVERVIEW

CARBON NEUTRAL



MISSION

Product Line:

Icelandic Glacial's new Glacial Glow line provides a refreshing and all-natural skincare routine to those who seek a premium and sustainable skincare experience.



VISION

Product Line:

Icelandic Glacial's new Glacial Glow aims to share our luxury skincare experience globally, serving as the most prominent and respected all-natural and eco-friendly skincare product line around the world.

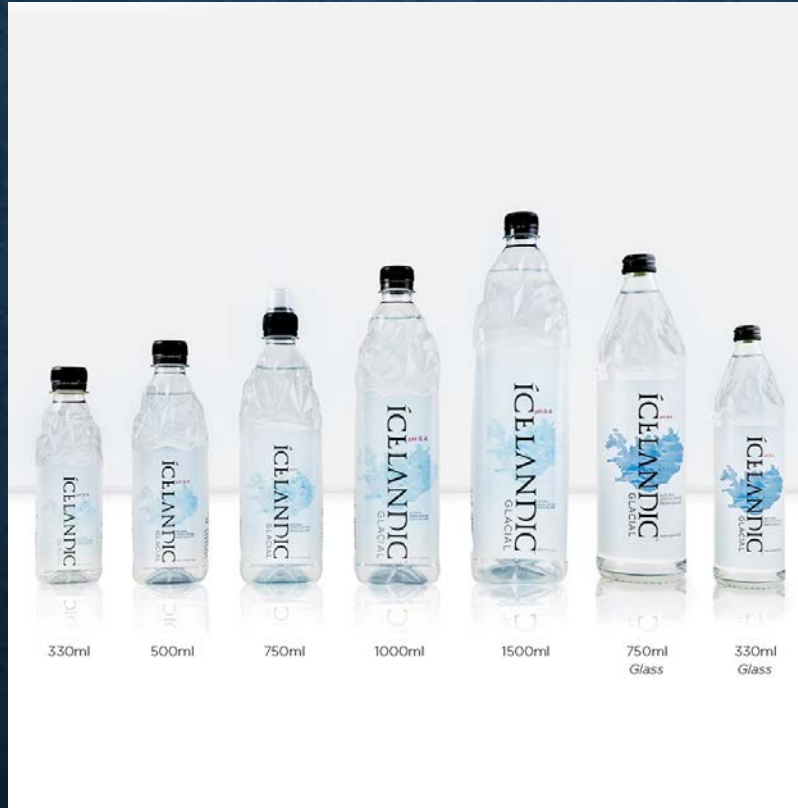


S.M.A.R.T. GOALS

1. Increase our market share by 0.3% through \$462 million in sales by the end of the fiscal year 2025
2. Increase our revenues by 15% each year until the end of the fiscal year 2024, achieving \$400 million in revenue for the fiscal year 2024.
3. Triple brand recognition on social media (i.e. Twitter, Instagram, YouTube, Facebook, etc.) by increasing “clicks” and average time spent at the end of the fiscal year 2023.



CORE COMPETENCIES



SWOT ANALYSIS

INTERNAL
Attributes of the organization

HELPFUL

To achieving the objective

STRENGTHS

- Environmentally conscious
- Hyper-consciousness of purity and natural products: Icelandic Glacial has naturally alkaline spring waters
- Sponsors at luxurious and culturally relevant events
- Partnerships with spas and high end resorts

HARMFUL

To achieving the objective

WEAKNESSES

- Limited availability in the US
- Limited range of products
- Lack of celebrity representation/influencers
- Not a well-known brand

EXTERNAL
Attributes of the environment

OPPORTUNITIES

- Received \$66 million in funds
- Bottling/packaging can bring awareness to issues
- Expand product to include flavored water
- Evian entered the skincare market and has set the stage for others

THREATS

- Increased tensions between countries due to trade war
- Entrance risk because of oversaturation of the skincare market
- Popular trend to use reusable items and not plastic water bottles
- Consumer ethnocentrism – company is Iceland- and Europe-based

TARGET CONSUMER



Millennials/
Gen Z



Eco-friendly



Health
conscious



Luxury
skincare
experience

COMPETITIVE OVERVIEW

Evian

- Water- 500mL- \$1.15
- Facial spray- \$13.50

Voss

- Water- 500mL- \$1.25
- Flavored water- 375 mL- \$3.33

Fiji Water

- Water- 500mL- \$1.17

Top performing skincare brands

- Neutrogena- \$4.84 and up
- Clinique- \$17.50 and up
- Estee Lauder- \$29 and up



ESTÉE
LAUDER
COMPANIES


CLINIQUE

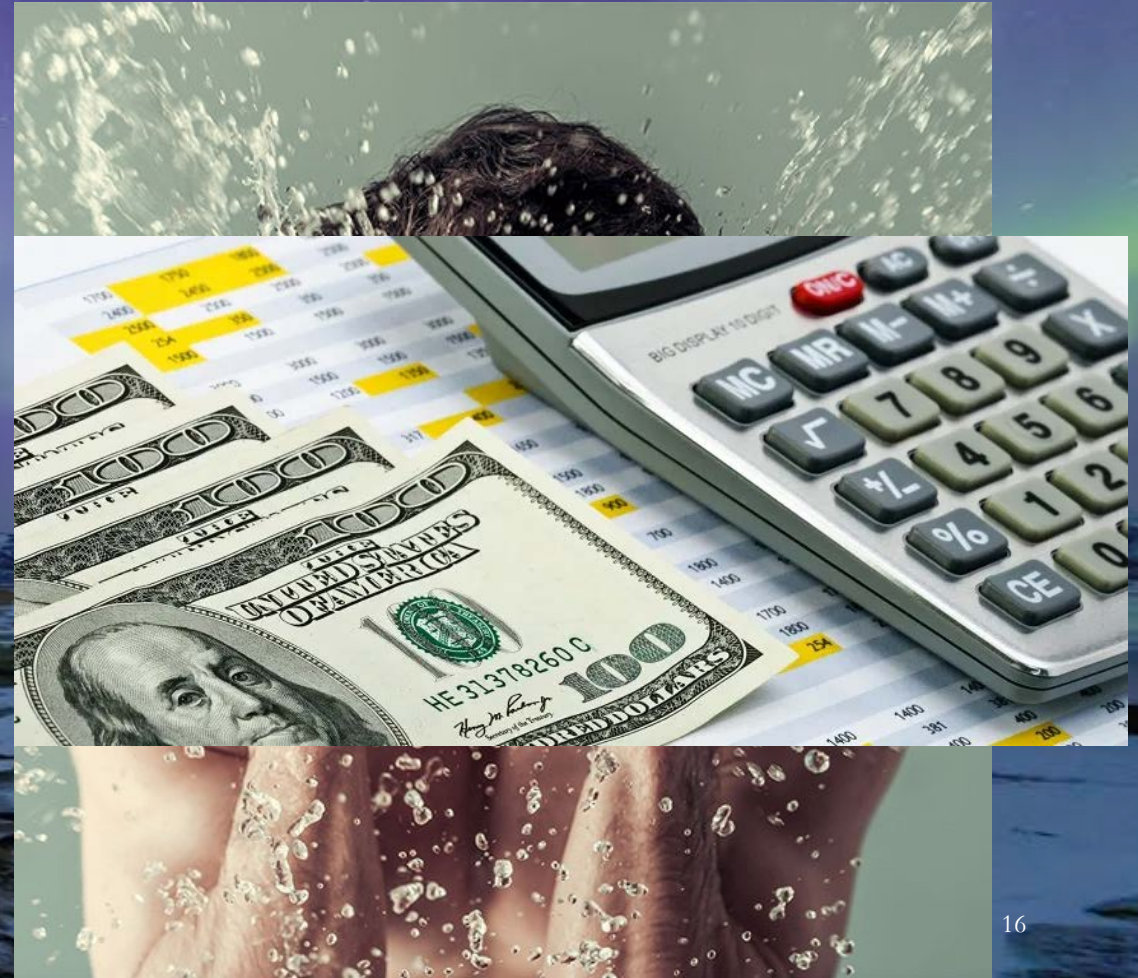
Neutrogena®

ÍCELANDIC
GLACIAL



MARKET RESEARCH

- Shift towards all-natural products
- Social media beauty trend for hydrating skin
- Increased demand for luxury products



MARKETING PROGRAM



Product



Price



Place



Promotion



C.S.R.

PRODUCT

- Facial toners, moisturizers, and face wash
- Easy to use, like existing products
- Fighting acne, eczema, and other skin issues
 - Little to no chance of allergy or negative reaction
- Natural materials and pH of 5.5



PRICE

Strategy: Skimming and prestige pricing with odd-even

Price: \$29.99 for 150 mL of product



PLACE

- Beauty and Skincare Industry
- Website (online)
- India and China
 - Cultural appeal
- United States
 - Premium market



PROMOTION

- Online Marketing
 - 3D rotating pictures of product, descriptions of product, and videos
- Commercials
 - TV and Social Media
 - Romanticized videos and aesthetic pictures/geofilters/games
- Sponsors
 - Beauty-gurus and models
 - More legitimacy
- Pop-ups
 - Draw attention in fashion/beauty hubs
 - Sense of urgency and raised curiosity
- Sponsoring Events

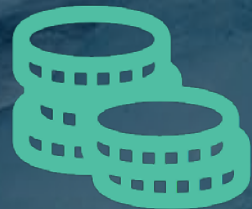


CORPORATE SOCIAL RESPONSIBILITY

- Support Clean Water Initiatives
- Improve water infrastructure
- Donate 1 case of bottled water for every 5 cases of new products purchased



FINANCIALS

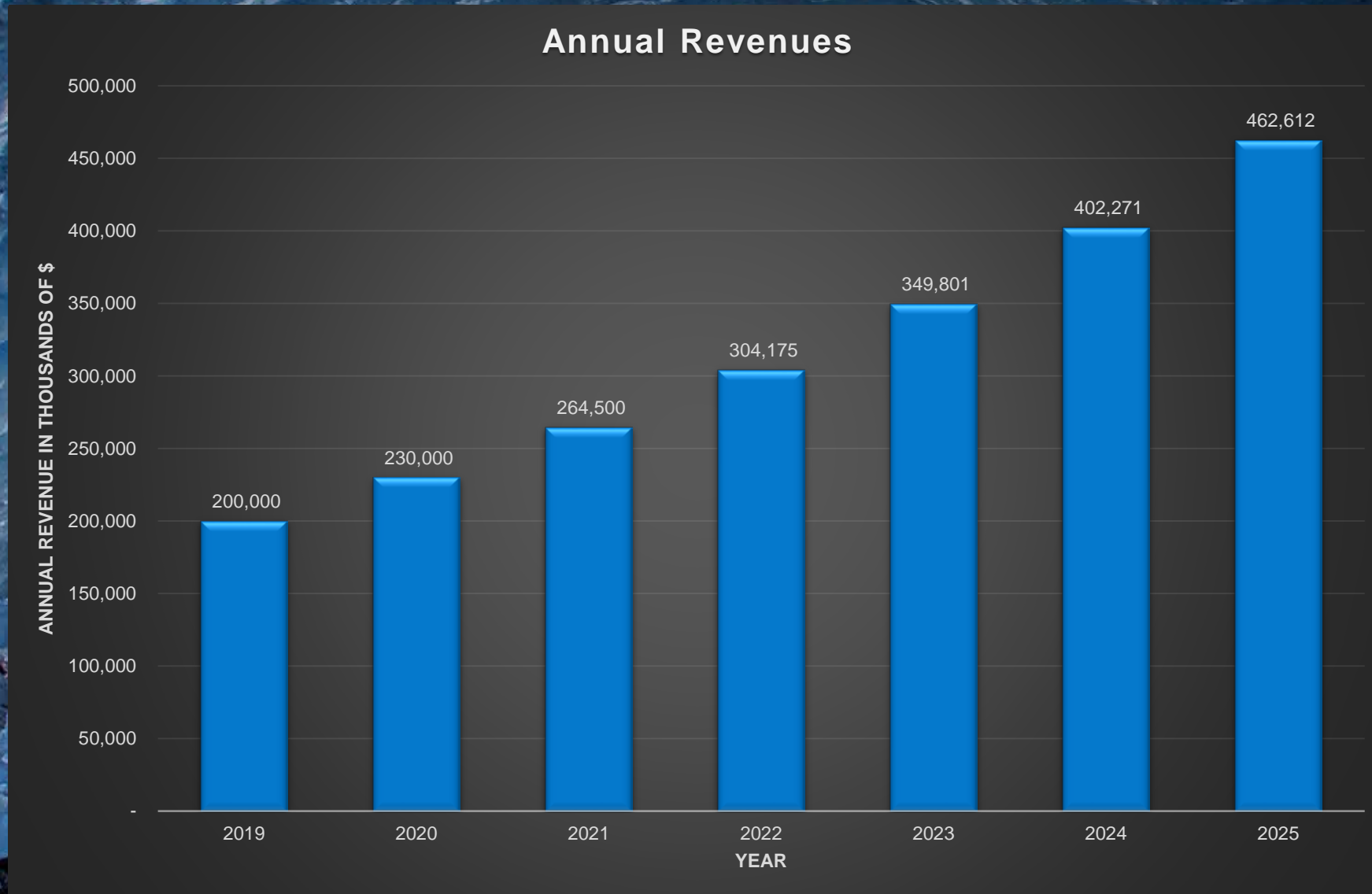


Revenues



Profit and Loss
Statement

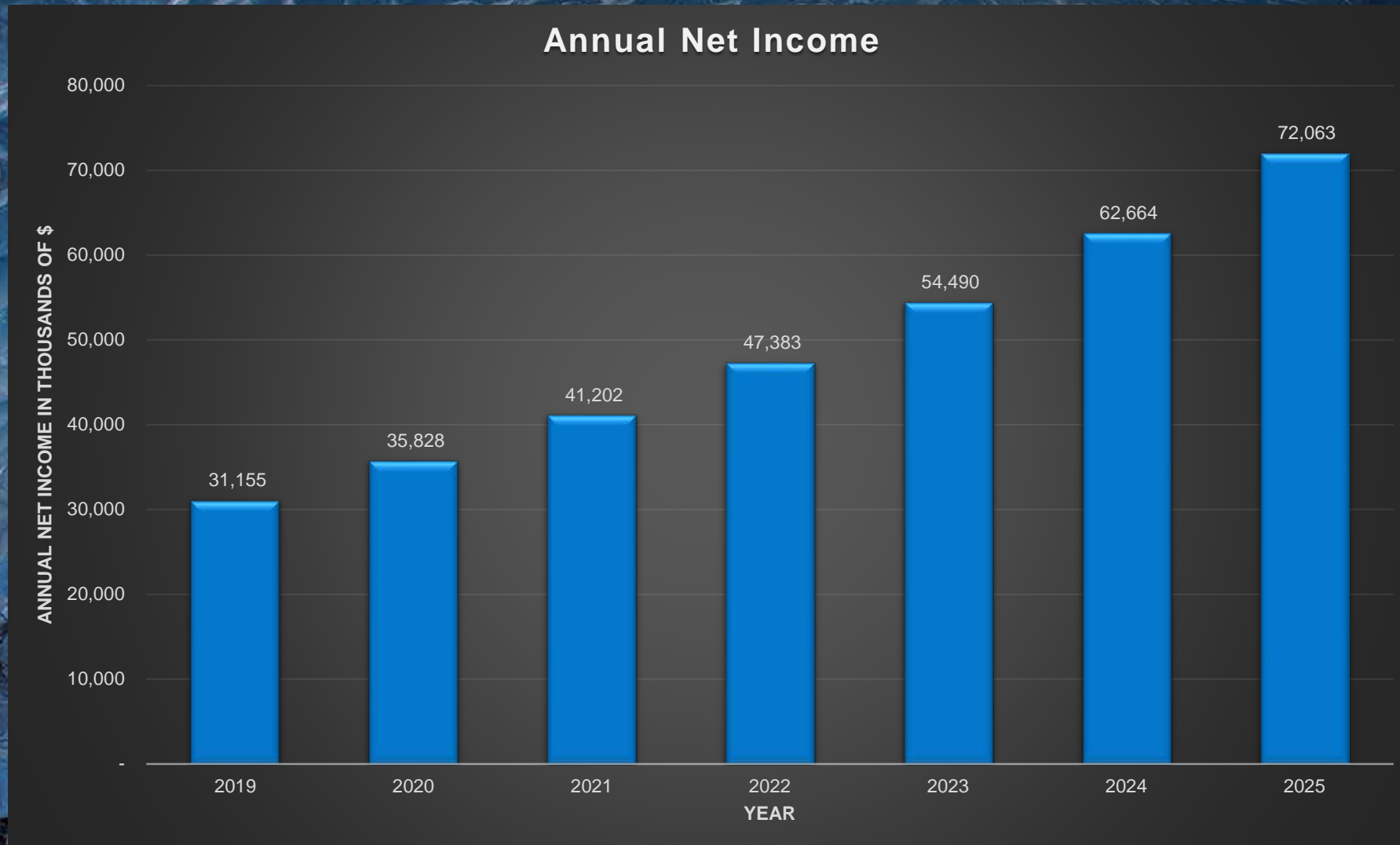
REVENUES



REVENUES



REVENUES



P&L STATEMENT

	(\$ in thousands) Icelandic Glacial Forecasted financials							
		2019	2020	2021	2022	2023	2024	2025
Revenues		200,000	230,000	264,500	304,175	349,801	402,271	462,612
COGS		82,386	97,449	115,115	135,818	160,063	188,437	221,620
Gross Profit		117,614	132,551	149,385	168,357	189,738	213,835	240,992
Gross Margin		58.81%	57.63%	56.48%	55.35%	54.24%	53.16%	52.09%
SG&A								
EBITDA		50,065	56,423	63,589	71,665	80,766	91,024	102,584
EBITDA Margin		25.03%	24.53%	24.04%	23.56%	23.09%	22.63%	22.17%
D&A								
EBIT		42,946	48,400	54,547	61,474	69,281	78,080	87,996
EBIT Margin		21.47%	21.04%	20.62%	20.21%	19.81%	19.41%	19.02%
EBT		40,423	45,556	51,342	57,863	65,211	73,493	82,826
EBT Margin		20.21%	19.81%	19.41%	19.02%	18.64%	18.27%	17.90%
Income Taxes		9,268	9,728	10,140	10,480	10,721	10,829	10,763
Net Income		31,155	35,828	41,202	47,383	54,490	62,664	72,063
Net Margin		15.58%	15.58%	15.58%	15.58%	15.58%	15.58%	15.58%

IMC PLAN





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