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конференція молодих вчених та студентів*

**MARKETING MANAGEMENT:  
FACING THE GLOBAL  
COMPETITIVENESS CHALLENGE**

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**МАРКЕТИНГОВЕ УПРАВЛІННЯ  
КОНКУРЕНТОСПРОМОЖНІСТЮ В УМОВАХ  
ГЛОБАЛЬНИХ ВИКЛИКІВ**

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## **DEVELOPMENT OF THE BEAUTY INDUSTRY IN THE UNITED ARAB EMIRATES ON THE EXAMPLE OF BARBARELA BEAUTY SALON (ABU DHABI)**

*Key words: beauty industry; market of beauty and personal hygiene products, beauty salon, main criteria of competitiveness, satisfaction of consumer needs.*

The beauty industry is one of the most popular industries for experienced entrepreneurs and newbies alike. Its popularity among customers is growing, which increases interest in investing in it. According to experts, the amount of initial investment for opening your own beauty business can range from 2,000 euros to 25,000 euros.

The beauty and personal care market is booming and one of the fastest growing consumer markets, mainly driven by the cosmetics and skin care segments. The main reason for such strong growth is the change of generations with the entry of young consumers into the market. At the same time, this change is reinforced by social networks, internationalization and e-commerce, which have a lasting impact on purchasing behavior when it comes to beauty products. Trends from all over the world are spreading and changing the daily routine of beauty and care.

The demand for the UAE cosmetics market was estimated at USD 180.5 million in 2022 and is expected to reach USD 283.3 million in 2030, growing at a CAGR of 5.80% between 2023 and 2030.

The United Arab Emirates (UAE) has become a global hub for the beauty and cosmetics industry, with a thriving market that continues to thrive. The combination of a diverse population, a growing economy and a strong commitment to luxury has contributed to the UAE's position as a hot spot for beauty products and services.

Luxury is synonymous with the UAE, and this penchant for opulence extends to the beauty industry. High-end cosmetic brands are a staple in the country, and many consumers are willing to invest in premium products that offer both quality and exclusivity. Prestigious shopping areas such as the Mall of the Emirates in Dubai and Yas Mall in Abu Dhabi showcase a wide range of luxury cosmetics, attracting high-spending clientele from around the world.

In recent years, skin care has taken center stage in the UAE cosmetics market. Consumers are increasingly prioritizing skincare over makeup, looking for products that enhance their natural beauty and maintain youthful, glowing skin. This shift has led to a dramatic increase in demand for skin care products, including serums, moisturizers and sunscreens, with a particular focus on products that address specific skin concerns such as hyperpigmentation and aging.

One of the beauty salons in the city of Abu Dhabi is Pricela Papri's salon "Barbarela", which was founded in 2021. Working in this salon involves a professional approach to the use of cosmetic products and the application of these items on their clients (men/women) in order to give them a fresh and elegant look.

There is a fundamental difference between a beauty salon and a hair salon. The beauty salon offers services such as pedicures, manicures, nail extensions, skin care, facials, body massages and related treatments.

Hairdressing services are completely hair related like cutting, styling, hair coloring, hair masks, head massage, protein treatment, keratin, rebonding and many more.

"Barbarela" beauty salon provides the following services: haircut, hot oil massage, manicure, pedicure, eyebrow shaping, nail polish, waxing, Moroccan bath, full body massage, self care, facial cleansing, hair dryer, styling , paraffin for hands, paraffin for feet.

The experience of the development of the beauty industry shows that this business is more complicated than it might seem from the point of view of operational management and development. Therefore, starting a business here should be considered not as an investment in premises and inventory, but as the implementation of one's own business model.

It is necessary to understand what services you want to provide, who is your audience, in which segment you will work and with which competitors you will meet. Unfortunately, statistics show that many entrepreneurs do not pay attention to the listed nuances, so a large share of businesses closes during the first year of operation.

Currently, customers are served in the salon every day. The price of the product is calculated from the package of services: 100 dirhams for 5 services, 150 dirhams for 8 services, 200 dirhams for 10 services. About 20 services are provided in the salon every day.

Ms. Pricela notes the main competitiveness criteria that help her business to be successful:

- first of all, the staff working in the salon has at least 2 years of work experience (the staff of the salon includes 5 specialists);

- the minimum price with additional services it provides;

- provision of expensive and high-quality products;

In addition to the mentioned most important things, the owner of the salon also emphasizes the need to ensure good communication behavior for customers.

If you carefully calculate income and expenses, the owner will have a real picture of the state of affairs at the enterprise.

The ratio of periods of maximum profitability, taking into account the services provided and the most in demand, will allow you to understand in which direction you need to develop your own business, where exactly you can reduce the costs of a beauty salon.

Minimum profitability in a given time period will be a reason to reconsider approaches and prevent possible failures in the future. Careful planning of activities taking into account the factors identified as a result of such an analysis will give confidence in the stable development of the business.

Consequently, the UAE cosmetics market is a dynamic and ever-evolving pool characterized by diversity, luxury and changing consumer preferences. Skin care, halal beauty, e-commerce and sustainability are among the notable trends shaping the industry. With a unique blend of tradition and modernity, the UAE remains a leading player in the global cosmetics market, offering both traditional beauty rituals and cutting-edge innovations for discerning customers.

This business dominates the fashion industry both at a very high level and has a pretty good scope on a small scale. Small business owners can also provide both beauty and body care services for themselves. With proper business organization, the "Barbarela" beauty salon can gain a sufficiently significant potential to satisfy the needs of its consumers and achieve the goal of its owner's activity.

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## **THE IMPACT OF CULTURAL DIFFERENCES ON GLOBAL MARKETING STRATEGIES**

*Key words: globalization, cultural differences, marketing strategies, standardization of marketing efforts*

In the era of globalization, businesses are trying to tap into diverse markets worldwide, however, this expansion comes with its' challenges, particularly in marketing industry. Cultural differences play a crucial role in shaping global marketing strategies, including aspects such as advertising, product design, pricing, and distribution. Cultural dimensions, as proposed by scholars like Geert Hofstede and Fons Trompenaars, including individualism versus collectivism, power distance, and uncertainty avoidance, significantly impact marketing decisions. For example, in individualistic cultures like the United States, advertisements often emphasize personal achievements and independence, while in collectivistic cultures like Japan, they focus on harmony and group cohesion. Cultural preferences affect communication styles and purchasing behaviors, making it essential for marketers to tailor their strategies accordingly. [2]. And multinational corporations recognize that need: companies like Coca-Cola and McDonald's have successfully localized their marketing efforts by understanding and incorporating cultural characteristics into their campaigns. For example, Coca-Cola's "Share a Coke" campaign personalized its bottles with popular names in each country, fostering a sense of connection and inclusivity among consumers. Similarly, McDonald's offers region-specific menu items, such as the McSpicy Paneer burger in India, catering to local tastes and preferences. That really helps strengthening their brand appeal and market presence globally.

While standardizing marketing efforts offers economies of scale and ensures consistency across markets, localization allows companies to address specific cultural needs and preferences. Procter & Gamble's "Thank You, Mom" campaign for the Olympic Games exemplifies successful standardization, with its universal message celebrating mothers' support for athletes worldwide. [1]. Luxury brands like Louis Vuitton and Chanel employ localization strategies by adapting their products and marketing messages to resonate with affluent consumers in different cultural contexts. By striking this balance, companies can maintain brand integrity while effectively engaging with local audiences.

In conclusion, cultural differences exert a profound influence on global marketing strategies, shaping how companies position their products, communicate with consumers, and engage in international markets. [3]. By understanding and embracing cultural differences, companies can effectively navigate diverse cultural landscapes and unlock new growth opportunities. As companies continue to expand their global footprint, cultural sensitivity and adaptability will remain key drivers of marketing success in an increasingly interconnected world.

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