

Dossier Perfumes: Brand Audit

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Executive Summary

In an ever-changing world, there is more uncertainty than certainty, and change is the only constant in nearly every industry and area of business. The impacts of the COVID-19 pandemic have quickly changed not only where consumers spend their money, but how they choose to spend it as well. The fragrance industry is without exception. The industry has seen a -0.5% growth annually from 2017-2022 and is expected to have a 0.7% year-over-year growth through 2027 (Pigott, 2022).

Despite the fluctuation in sales of fragrances as a result of the global pandemic, fragrances are extremely popular today, especially staple fragrance brands such as Calvin Klein, Giorgio Armani, and Yves Saint Laurent (Harper, 2022). While these popular fragrances are continuing to sell, they often come at the expense of high fashion industry markup. Thus enters Dossier Perfumes, an equalizing DTC challenger brand dedicated to bringing the same elite scents to all. The brand is also committed to sustainability and ethical production of its products, while ensuring easy returns and a simple, yet personalized customer experience.

This audit provides a detailed analysis of Dossier's key attributes, broken into four primary sections: Background, Industry Overview & Competitive Landscape Overview, Brand Inventory, Brand Exploratory, and Recommendations. Sources of research are gathered from academic sources, writers providing their thoughts on the brand, commenters across social media, and primary data collection from interested respondents. The information provided in this audit will be instrumental in understanding the brand equity so that Dossier can build both its growth and marketing success.

Background

Brand Audit Purpose

An audit of Dossier's marketing strategy and overall brand will allow its strengths, weaknesses, and opportunities to continue to grow in relevance and revenue. In addition, a brand audit will provide an in-depth analysis of the highly competitive landscape of the fragrance industry, as well as similar challenger brands like Dossier. An outline of key market issues will also be instrumental in defining the course of action for Dossier's integrated marketing communications plan. Additionally, the brand audit will contain well-researched data about the brand's background, offerings, competitive advantages, and other competitors.

Key Market Issues

As a result of the COVID-19 pandemic, the fragrance industry has lost yearly revenue by 12.36% in 2020, with a +9.97% increase in 2021, and eventually flattening out in the current and expected growth (Pigott, 2022). For obvious reasons, people will not feel inclined to purchase fragrances if they will not go to places where other people can smell them. Therefore, a global event like the COVID-19 pandemic will affect the market altogether.

Another key trend affecting the fragrance market is for major retailers and department stores showing a loss of demand in 2017-2022 of 4 percent. As a result of the increased popularity of online shopping and less interest in malls and department stores, many major fragrance retailers will lose out on consumers trying various brands (Pigott, 2022). However, since Dossier has a DTC model, the demise of major fragrance brands will come to the advantage of Dossier, being an online-first brand. This places well-established brands aforementioned at the minds of shoppers when looking for Dossier impressions.

However, Pigott (2022) adds that demand from beauty, cosmetics, and fragrance stores has increased by 1.2%. Pigott (2022) also notes that key factors affecting the market are high concentration and competition as well as high revenue volatility. With the emergence of Dossier, by challenging major brands, consumers are inclined to purchase beloved fragrances at affordable prices. A deeper understanding of these factors through a brand audit will greatly benefit Dossier and its marketing goals.

Industry Overview & Competitive Landscape Overview

Competitive Landscape Overview

The fragrance industry is highly competitive with a wide range of entries. While 70% was controlled by major players in 2022 (Pigott, 2022), it is difficult for new entrants to take from the established market share. The remaining percentage of companies have a wide range of sizes and offerings. The two main competitors are Coty Group and L'Oréal. Combined, these corporations have brands under their name that produce some of the best-selling colognes and perfumes, which will be examined in greater detail.

However, it's worth noting that some top-selling fragrances that are replicated by Dossier do not come from these groups. Dior's successful line of fragrances is part of the luxury LVMH Group (LVMH, n.d.). Chanel, with its popular Bleu and No. 5's fragrance house is independently owned (Forbes, n.d.). With these in mind, other elite niche fragrance houses like Creed, with its successful Aventus fragrance, as well as Parfums de Marly are highly sought-after fragrances that Dossier often has impressions of in their product offerings.

Next, brands like ALT Fragrances also have a similar business model, where impressions of designer and niche fragrances are sold for a fraction of the price. Additionally, brands like OilPerfumary and Oakcha are gaining traction lately for similar offerings (Wardini, 2022).

However, these brands have great similarities, and all are aimed at creating impressions of the name-brand fragrances, largely those that fall under the Coty Group and L'Oréal.

With 27.4% of the market share in the industry(Pigott, 2022), the Coty Group is the largest in the brand category. The Coty Group has popular fragrance brands under its portfolio like Davidoff, Marc Jacobs, Gucci, and Calvin Klein. In the third quarter of 2022, Coty Group reported a 15% increase in revenue and operated income of \$57.1 million(Coty Group, 2022).

The second largest group with a 23.1% market share is L'Oréal (Pigott, 2022). This group has 26 total well-known fragrance brands like Giorgio Armani, Yves Saint Laurent, Azzaro, and Ralph Lauren(L'Oréal, n.d.). With a strong profit margin of 20.3% and total revenue of 773.9m, the brand is another well-established corporate brand with popular fragrances that Dossier has made impressions of. Finally, the “other” category makes up a staggering 35.7% of the market share, making up a large portion of other popular brands under various groups and ownership (Pigott, 2022). The points of parity and points of difference between Dossier and the established Coty Group brands are as follows.

Points-Of-Parity

- Dossier and Coty Groups brands offer fantastic-smelling fragrances.
- Both consider the use of natural ingredients and avoid synthetic ingredients.
- Both can be purchased online
- Used by a variety of ages, for various occasions, times of day, and times of the year.

Points-of-Difference

- Dossier features attractive prices from \$29-49 and features the prices of the impersonated name-brand fragrances which are varying in hundreds of dollars.

- Dossier uses recycled materials for its bottles and packaging, with minimal affordable design, whereas major cologne and fragrance brands feature exquisite bottle design and packaging as a part of the fragrance experience.
- Dossier is a direct-to-consumer product, not found in stores, whereas many designer fragrances by the Coty Group can be found in stores to sample.
- Designer brands come in many shapes and sizes from small vials to 1.7oz and 3.5oz. Dossier only comes in 1.7oz sizes.
- Dossier has easy returns if consumers don't enjoy the fragrance, whereas many designer brands feature difficult return processes.

Brand Inventory

Introduction

The purpose of the inventory section is to reveal how the corporate personnel manages the Dossier Brand. However, Dossier is not part of a larger corporation or group, allowing the brand to manage its brand independently. The section will identify attributes necessary in understanding how Dossier manages its brand, such as its product line, distribution place, pricing, communications, secondary brand associations, an analysis of key brand elements, and positioning statements.

Corporate Overview

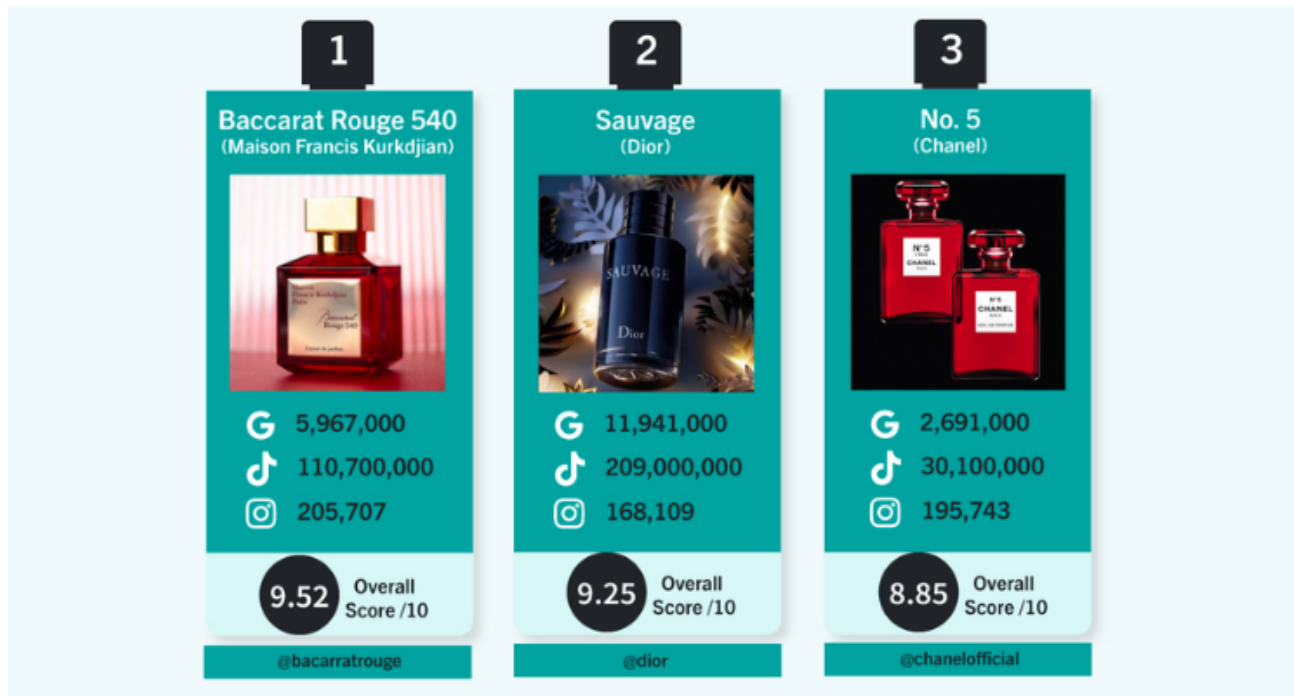
Founded in 2018 by Daniel Shwartz, Dossier perfumes challenges the way the fragrance industry is viewed by offering consumers affordable colognes and perfumes nearly identical to famous designer fragrances for a fraction of the price (Successful Life Staff, 2022). Being a new company built on a direct-to-consumer approach, the brand is independently owned and operated

in New York City, free of corporate control.

Product Line

For being an online fragrance company, Dossier Perfumes offers more than just duplicates of designer fragrances. The company offers its candle collection, and more recently, original Dossier perfumes tailored towards a genderless, versatile use. In addition, the brand is often updating its lineup of fragrances, keeping up to date by going hand-in-hand with what designer or niche fragrances are trending in the market. For instance, when searching for something on their website and nothing comes up, a message reads, “this may be a perfume we don't (yet) carry.”

While the company does not show its SKUs, its top three selling items are Ambery Saffron Inspired by MFK's Baccarat Rouge 540, Ambery Vanilla Inspired by YSL's Black Opium, and Woody Sandalwood, Inspired by Le Labo Fragrances' Santal 33. The three fragrances that they impersonate are highly popular, with Baccarat as the most viewed, having over 100 million views on Tiktok and nearly 6 million Google searches. (Beauty Packaging, 2022). The chart below, provided by Beauty Packaging (2022), shows the three most popular fragrances from Google and social media analytics, all of which have duplicates made by Dossier.



Corporate Brand Management

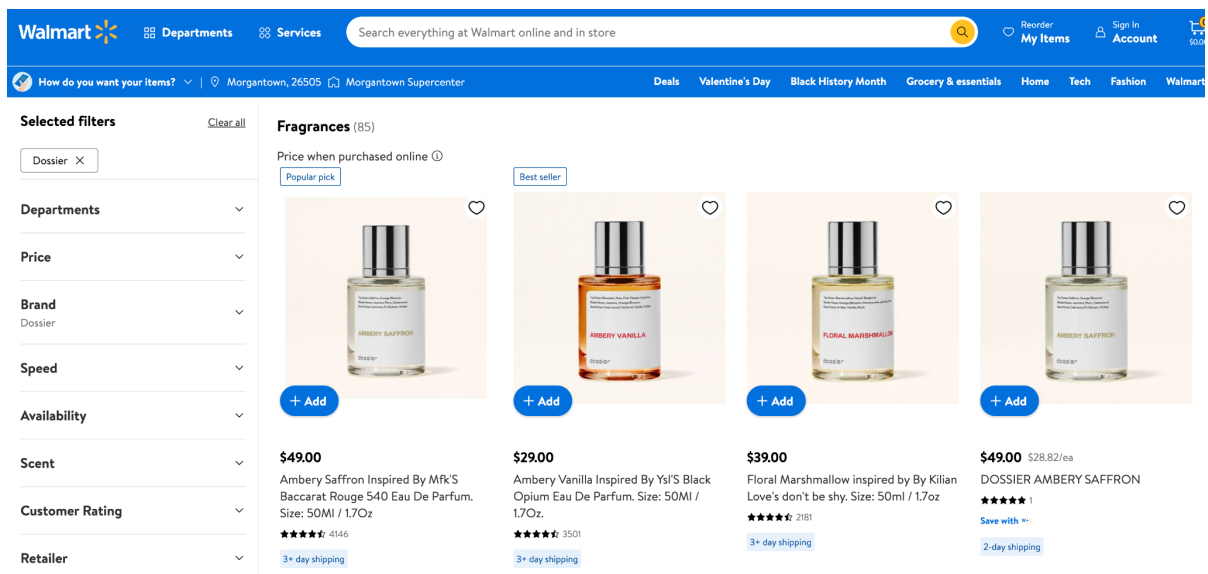
As mentioned in the above section, the brand is independently owned and operated, free of corporate control. For the brand's shipping logistics, it uses ShipBob. According to Ines Guien, Vice President of Operations at Dossier, "We have a Shopify store but do not use Shopify to track inventory. In terms of tracking inventory, we use ShipBob for everything — to be able to track each bottle of perfume, what we have left, and what we've shipped, while getting a lot more information on each order"(Lopienski, 2021). The fact that the brand operates independently is a testament to its values in equalizing the market of who can wear fine fragrances.

Place

Because Dossier is a direct-to-consumer business, it relies heavily on online sales to support its upkeep and growth. The company is based in New York, spread across three

continents, and produces its perfumes and colognes in Grasse, France, known as the perfume capital of the world (Z. Brown, 2022). Dossier CEO Sergio Tache has said, “we have not been the traditional DTC brand whose clients are in San Francisco, New York or LA. We pride ourselves in selling products to everybody across the states. We embrace that” (R. Brown, 2022).

However, Dossier has partnered with Walmart to carry a small selection of their products in select stores, which can be identified via the store locator map on their website. It initially launched only in Walmart’s online store in November of 2021 but reached 1,400 Walmart stores in 2022 (R. Brown, 2022). The online store via walmart.com is seen below.



From the aforementioned section, Dossier uses ShipBob to streamline the company’s shipping process. Inies Guien, Vice President of Operations has stated, “We download Excel files from the ShipBob dashboard all the time and use them to analyze everything from cancelations, to examining order weights, to checking on whether ShipBob is shipping orders on time” (Lopienski, 2021).

Price

One of Dossier’s greatest strengths is its prices for products. All prices on the website are \$19, \$29, \$39, and \$49, with only 2 items starting at \$19. Dossier states that the ingredients are of high quality, but the prices are lower due to the lack of designer markup, marketing, and exquisite product packaging design (Successful Life Staff, 2022). The following image from Dossier represents the pricing model when compared to many designer brands.

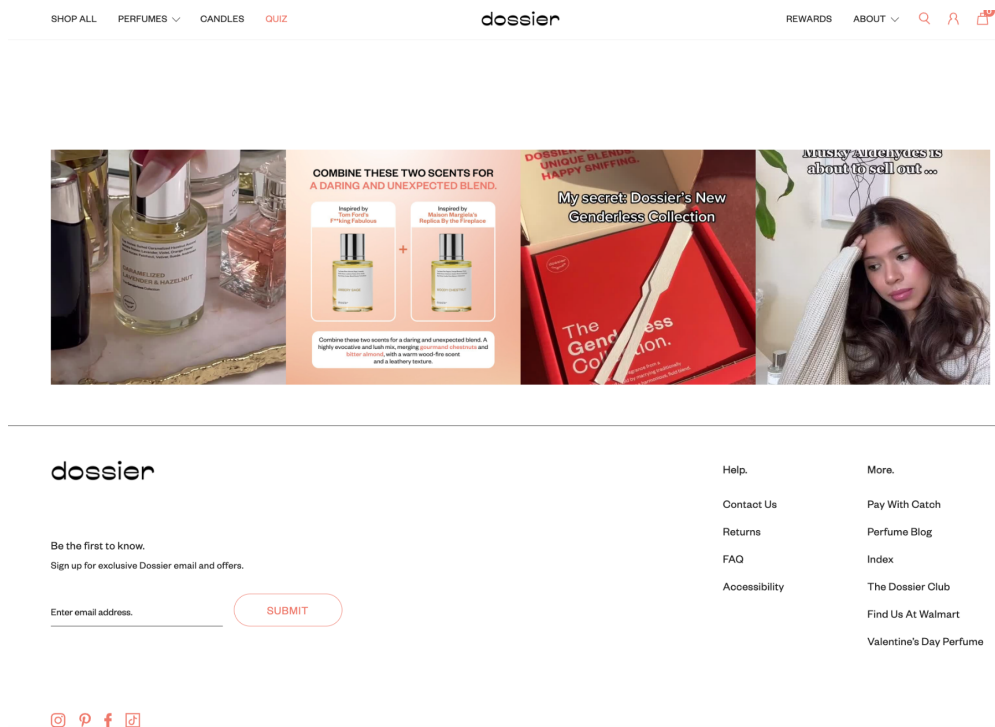


The average cost of production for the fragrance is around two dollars, which still allows for high returns yet is highly affordable and appealing to consumers (R. Brown, 2022).

According to Rachel Brown’s (2022) interview with CEO Sergio Tache, he remarks that many already know that perfume margins are high, but may not know how high they really are. He added, “It’s very cheap to manufacture perfume, but the traditional perfume industry has all sorts of middlemen and marketing to pay for. We want to get rid of that. We don’t want to pay for Johnny Depp and fancy packaging. We really think perfume should be about the scent.”

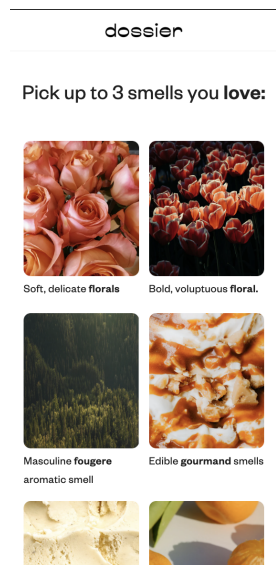
Communications

Dossier does not rely on large advertising and marketing campaigns. Rather, it utilizes content marketing strategies such as its blog posts and heavy use of social media. The company also sends emails and text updates often when signed up to the email list. Being a new company aimed at equalizing the fragrance industry, it makes sense that its focus is on social media where many younger users value things like sustainability, affordability, and relevance. This is in stark contrast to L’Oréal and its numerous designer brands that each have their own social media accounts and marketing campaigns. Nearly every page of Dossier’s website features its most recent Instagram posts, encouraging viewers to interact with and follow the account, seen below.



In addition to social media, blog, and email content marketing, the brand also offers a quiz that reveals which fragrances would work best for them based on their answers. Of course, it asks for an email address at the time of completion to be added to the company’s email list.

The results then give recommendations on which scent is the best to purchase.



Key Brand Elements

Inclusive

Dossier holds its values which echo their CEO's words, "We like to say that we are the company for the 99%, not just the 1%" (R. Brown, 2022). Dossier firmly believes that fine fragrances should be available and affordable for anyone, not just a select few. In addition, its new genderless unisex collection is designed to be inclusive and blur the lines between masculine and feminine. It offers try-out options, where returns are simple. Overall, Dossier aims to let anyone enjoy fragrances.

Purpose-Driven

Dossier's branding elements also prioritize sustainability and purpose-driven values. Not only from an economic point of view, the simple corrugated cardboard and glass packaging is inexpensive to produce but also fully recyclable and sustainable (Dossier Perfumes, n.d.). In

addition, the ingredients are vegan, cruelty-free, and non-toxic. Lastly, Dossier partners with Give Back Box, a non-profit organization that delivers returns to over 60 charities in the United States (Dossier Perfumes, n.d.).



Brand Positioning Statement

To young (18-35) social people with a limited budget who want to smell fantastic, Dossier Perfumes is a brand of fragrances that offers high quality, sustainably produced duplicates of designer fragrances at a fraction of the cost. The reason behind this is that there is no need for celebrity endorsement, marketing campaigns, or exquisite product designs that designer brands with the same high-quality ingredients used to hike prices. Dossier Perfumes is known for being inclusive, purpose-driven, and dedicated to equalizing the market of fine fragrances by bringing availability to all.

Primary Target Market Statement

For 18-35-year-olds who desire high-end scents, but despise the high-end price points, Dossier offers a wide variety of quality fragrances, at attractive prices ranging from \$19 to \$49

(Ismael, 2022). Dossier believes in equalizing the fragrance market so that everyone can enjoy them, not just a select few.

Secondary Target Market Statement

For 25-45-year-olds who have enjoyed fine fragrances for years and value sustainability, Dossier offers a variety of original and duplicates of perfumes made with nontoxic, vegan ingredients from recycled and recyclable materials. Dossier believes that ethically sourced, environmentally friendly, high-quality fragrances are within reach.

Secondary Brand Associations

While affordability and sustainability are primary associations of the brand, Dossier is also associated with the perception of ripping off designer brands. While making direct counterfeit copies of fragrances is illegal, impersonations of fragrances with divergent branding are legal (R. Brown, 2022). However, it has a poor reputation among fragrance enthusiasts, as these reproductions are associated with low quality, poor longevity and often smelling worse than the original, as well as original copyrights that designer brands strive to maintain (MacDonald, 2022). Companies like L'Oréal and their designer brands have established perceptions of high quality and prestige that Dossier's business model tries to take from. While Dossier's mission is to bring high-quality affordable fragrances to all, many may perceive this as an attempt to undermine and undercut the established brands.

The brand is well aware of these issues and the negative connotations placed on the word "dupe." However CEO Teche "admits it gives consumers a clear idea of what Dossier does—and he acknowledges now seems to be an auspicious moment to be in the dupes business as consumers' wallets are being pinched by inflation" (R. Brown, 2022).

Brand Exploratory

Buyer Profiles

The first persona will be the primary target market, the 18-35 social consumer looking to smell fantastic on a budget. With that in mind, presenting Tiffany, the 24-year-old college graduate.



Tiffany is a 24-year-old graduate of a state university transitioning into professional life. She was avid in social groups like her sorority and the student athletics fan clubs. She was born and raised in a suburban town where she learned to enjoy going out and traveling to the city for new experiences. Thanks to this, she has recently moved to a city as she finishes her job search with an interest in the sports marketing field. While in high school and college, she became very acquainted with popular lifestyle brands like Chanel, Versace, Prada, and Yves Saint Laurent. This interest was only fueled by the many influencers and celebrities she follows on social media, which takes up a lot of her time. She dreams of being among the elite, living lavishly, and helping others in need, even if she says she is content with her life now.

Tiffany is realizing that living in a major city is much more expensive than she realized, and the addition of student debt makes her newfound lifestyle even more difficult to navigate. Therefore, Dossier Perfumes is the perfect example of a brand that is related to her and the idea of bringing luxurious scents to anyone. Being a highly environmentally conscious individual, she appreciates the efforts taken by the brand to commit to sustainability. However, she appreciates the quality and value for the money above all when it comes to online shopping.

Next, the secondary target audience is 25-45-year-olds who have enjoyed fine fragrances for years and value sustainability. The profile is about Rick, a 42-year-old data analyst.



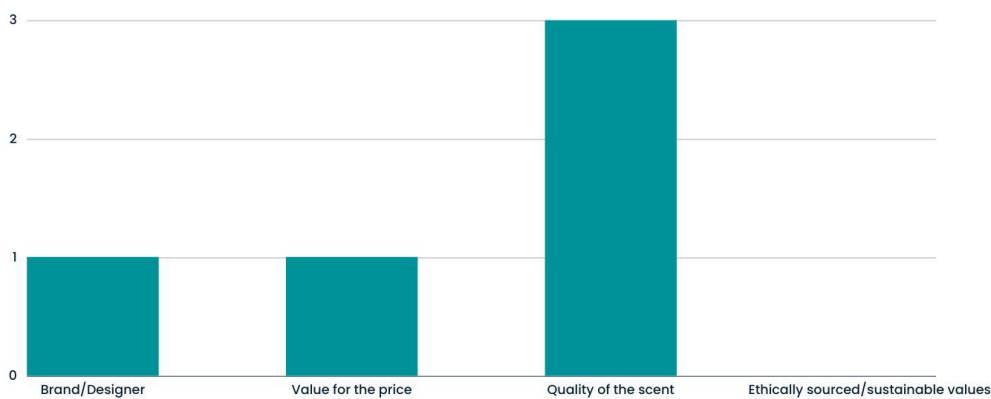
Rick has worked for a data analytics company for 15 years and recently celebrated his 42nd birthday. He makes \$120,000 a year and is quite frugal, despite splurging for his wife and new child on the way. He enjoys a variety of hobbies and sees himself like a sponge, soaking up different areas of interest and topics of study whenever possible. He was born and raised in a rural town, was fascinated by the advent of the internet and ultimately decided to pursue a career MIS after receiving a degree at a state university. He loves the idea of DTC models that exist directly as a result of the economic boom of the internet. While his work is tiring, he still gets excited to see new companies emerge online and spread their influence on social media.

Two of his hobbies recently have been designer fragrances and enjoying National and State Parks. Being proud of his rural upbringing, he enjoys a chance to go out in fresh, natural air. For scent preferences, he loves scents that bring him to older memories of cutting wood, picking berries, and hiking up mountain streams. Seeing Dossier's affordability and commitment to environmental responsibility, he willingly purchased multiple of their scents, disliking only one. He didn't feel bad returning it, knowing that it would be donated to charity.

Primary Research

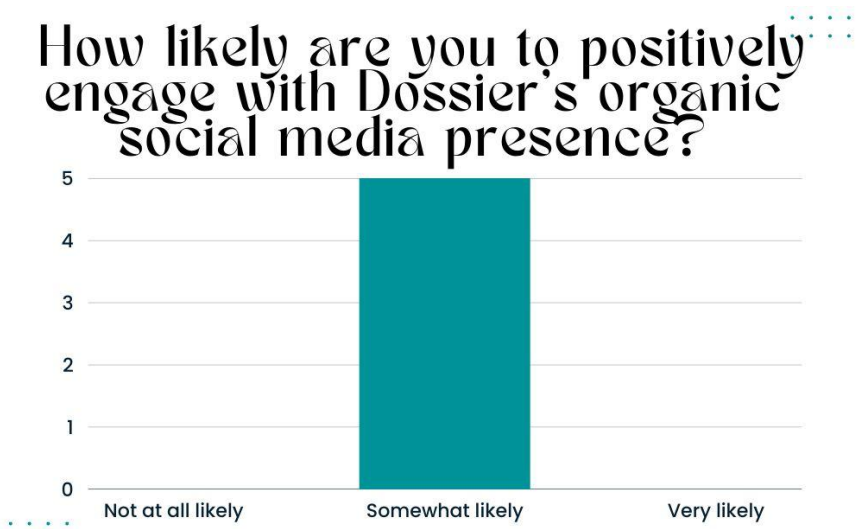
For Dossier Perfumes and its unique line of fragrance offerings, a brief survey was conducted to understand directly from potential customers of their interests and values when choosing a fragrance. Five respondents have taken the survey and indicated a wide range of answers with varying thoughts. The first of the five questions asks, "What single factor is most important to you when considering purchasing a fragrance?" The graphic representation is as follows.

What single factor is most important to you when considering purchasing a fragrance?



The most valued among respondents was the quality of the scent with 60% (n=3) preferring the quality of the scent the most. The other two respondents chose brand/designer (n=1) and value for the price (n=1). This is a clear indication that the quality of the scent, regardless of who it's made by, is a key factor in the purchase decision process. While Dossier Perfumes focuses many of its core values in sustainability and ethical sourcing of ingredients, no respondents chose it as their most important. With this in mind, Dossier should remain committed to its foundational values, but place greater emphasis on quality and longevity of its ingredients.

For question two, “How likely are you to positively engage with Dossier’s organic social media presence?” all respondents chose Option two - Somewhat likely. Options one and three were Not at all Likely and Very Likely. With this completely unanimous view on social media, it is clear that the viewers may have seen Dossier’s social media content before, and thus could be more likely to positively engage with the brand’s social media should it resonate with them.



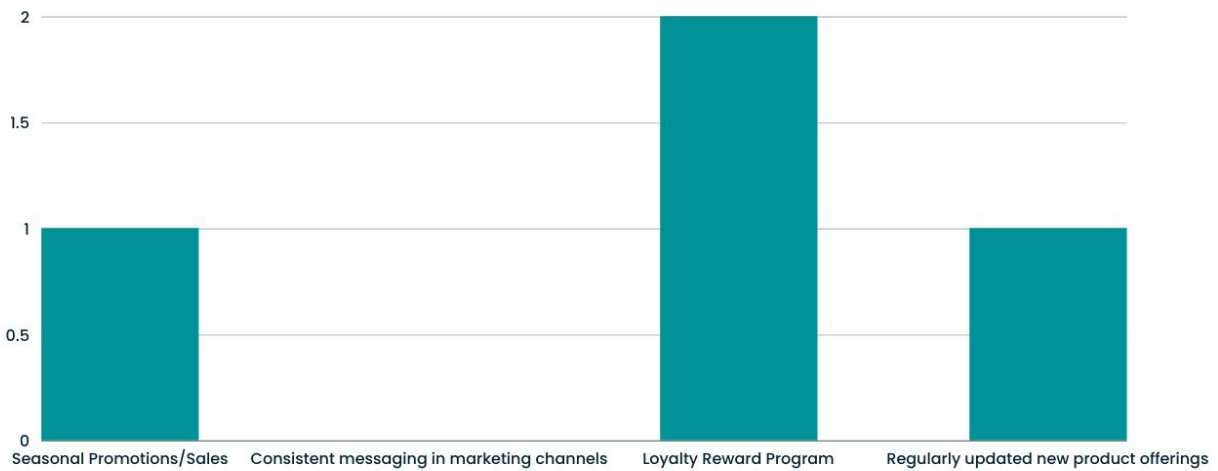
To understand consumer alignment with Dossier, while also understanding how the audience views the ethics of scent duplicates, the third prompt asks to assess the following statement: “Dossier’s wide range of offerings and cost-friendly mission would encourage me to purchase their products, despite being duplicates of name-brand scents.” The overwhelming majority of all 5 respondents agreed, either strongly agreed (n=2) and the rest agreed (n=3). The entire tallying can be seen below:

3 Strongly Agree 2 Agree ___ No Opinion ___ Disagree ___ Strongly Disagree

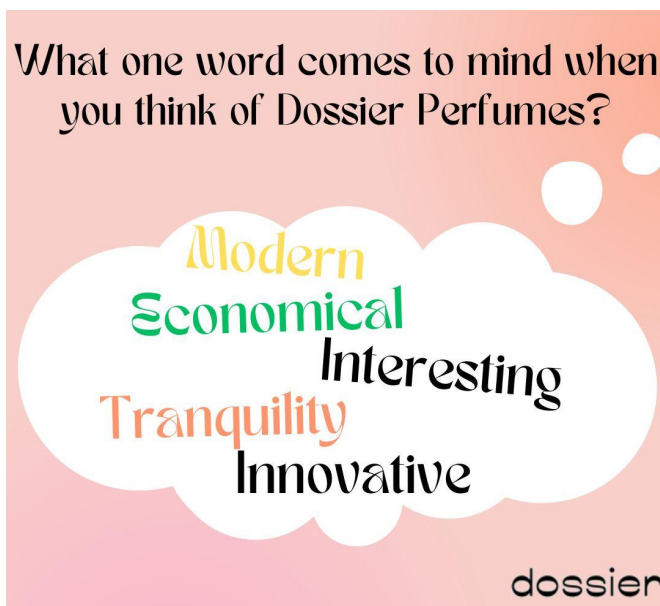
Question four delves into the psychographic traits that lead to brand loyalty and continued purchase of the product. It asks, “What factor would convince you to continue to purchase Dossier products for multiple years after your first purchase?” There was a greater variety of answers among respondents, indicating that factors vary greatly when considering long term use and loyalty of a brand’s product. Of the five total respondents, the following graph illustrates the varying degree of factors that contribute to repeat purchase decisions. Consistent messaging in marketing channels received 0 answers, and a loyalty reward program was the most

appealing incentive (n=2).

What factor would convince you to continue to purchase Dossier products for multiple years after your first purchase?



The last question is open-ended and considers the basic perceptions of the brand. The prompt asks, “What one word comes to mind when you think of Dossier Perfumes?” The chart below visually represents the words that came to mind from each of the respondents.



Secondary Research

This section will analyze relevant consumer views on the Dossier Perfumes as well as a new competing brand such as Alt Fragrances. Overall, Dossier, like the other competing brands, do not have a large footprint on the internet being in their infancy. The analysis of Dossier will be broken down into two distinct opinion categories: webpage writings and social media comments. For webpage writings, it is important to note that many articles do not clarify that the thoughts are unique to the author and unbiased, and may be sponsored or provided by Dossier to bring positive thoughts about the brand. In addition, some feature the same bullet points in multiple articles, which are mainly seen as advertisements on news sites.

Beginning with webpage writings, the opinions expressed on Dossier Perfumes are overwhelmingly positive. An article from *Insider* by Amir Ismael (2022) compiles small reviews from a variety of members on the *Insider* staff who've tried them for themselves. The overall verdict from the staff on Dossier was the following:

“Three members of the Insider Reviews team tested a variety of Dossier fragrances and we unanimously agreed that the overall quality and value was high and the fragrances were spot on. Even our loved ones who are also familiar with the fragrances we wear regularly couldn't tell the difference” (Ismael, 2022).

Another review from this article explains the critical difference in scents of YSL's Black Opium and the Dossier duplicate, writing the following: “the vanilla sneaks up and takes over once settled on the skin in Black Opium while Ambery Vanilla is more of a mix of the two scents it's named after. Although the licorice and black coffee notes linger a bit long in Ambery Vanilla, the perfume itself doesn't last all day” (Ismael, 2022).

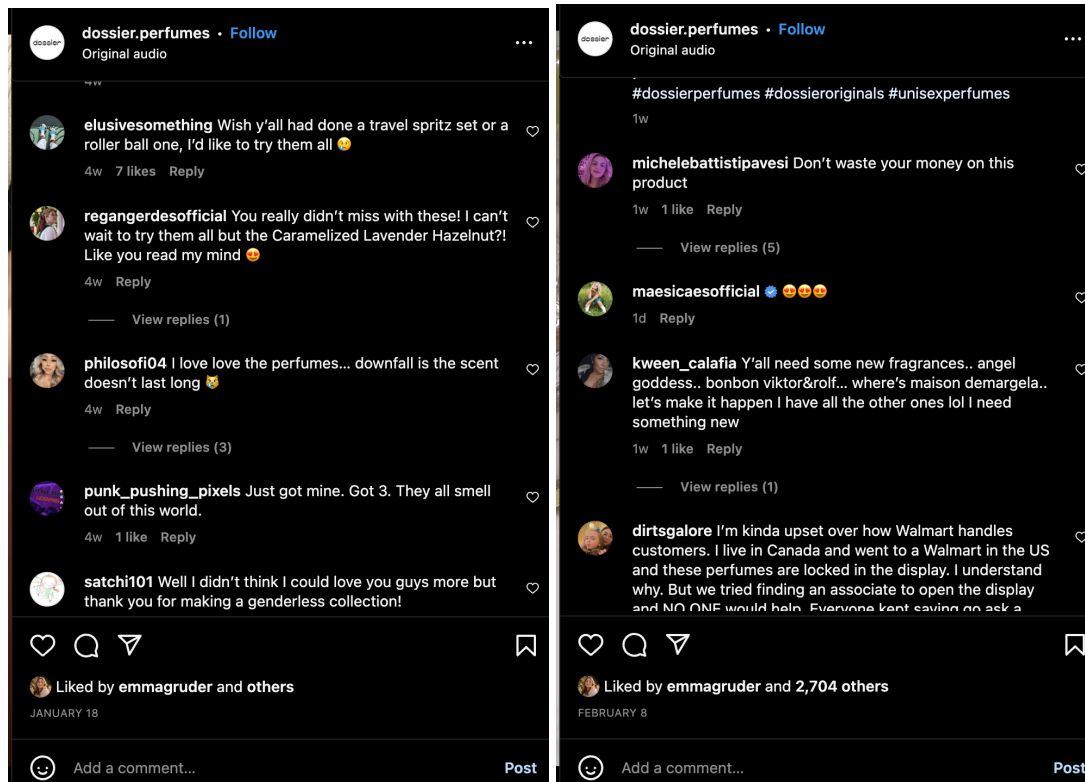
The next review is written by Zoë Brown for *The Quality Edit* (2022). The article does, however, start with “If you purchase through our links, we may receive a commission. Our editorial team is independent and only endorses products we believe in” (Brown, 2022). However, the article still provides a thorough review of the experience. Brown (2022) adds, “Each Dossier perfume consistently exceeded my expectations. The scents are shockingly identical to their designer inspirations (and most even seem to last longer).”

The article then closes with other benefits of the brand called, “5 More Reasons To Love Dossier,” which feels like a corporate blog. With this in mind, the second category is much more unhinged in its remarks and is unafraid to tell the harsh truth. Dossier’s social media has earned a variety of diverse comments, from critical to supportive and even humorous.

Many commenters appear annoyed with Dossier’s poor customer service communication and a constant stream of promotional emails and text messages. “I just ordered a perfume never got it I’ve been trying to contact someone no one has responded and they already took the money out of my account this is really disappointed last time ordering,” said a Facebook user on one of Dossier’s posts. In the same post, another commenter added, “I have been layering Floral Rose and Citrus Tea. Everything plays off the incense notes. Can't recommend enough.”

Two Instagram post comments that speak to the previous issues are commented clearly, “if you order from dossier, don’t expect your order to arrive within 2-3 weeks. Horrible tracking and very slow shipping. Customer service was no help. Told me to “be patient.” Also why no shipping to P.O. boxes? Disappointed to say the least.” Another commenter added, “Your email marketing is absolutely ridiculous. I have received OVER 135 emails since making a single

purchase in October, not including the relentless text messages.”



For Alt Fragrances and its similar line of product offerings, the brand also offers a variety of impressions of well-known designer fragrances at affordable prices. A beauty and lifestyle blogger, Taylor Doucette (n.d), had the following to say when trying them out:

“Every single one I tried is comparable to the original scent and their lasting power is insanely good. I find that sometimes when you’re buying a cheaper scent, they fade away to nothingness in just a couple of hours but I’ve found with all of ALT Fragrances’ dupes that they last for days on end.”

“I’ve been collecting fragrances for over 25yrs and I was hesitant to try these. I’m hooked, I’ve bought 13 so far,” said one commenter on Instagram. While the majority of comments are either positive or asking product questions, a user added to a Facebook Post,

“Your delivery is horrendous. I have a shipment I ordered quite some time ago and according to your tracking it is at the distribution center since , get this...the 25th! It is almost the 8th now and they still haven't sent it.”

While Alt Fragrances offers extrait de parfum, the highest concentration of alcohol for the longest lasting scent, the concept is very similar to Dossier. In addition, Dossier has over 100 thousand more followers than Alt on Instagram and around 44,000 more likes on Facebook. Dossier has earned an impressive reach as the key market leader.

Marketing Mix Issues

For Dossier, a brand that prides itself on not needing “Johnny Depp and fancy packaging”(R. Brown, 2022), could benefit from increased messaging with more unaware consumers who want to smell good while avoiding unwanted attention from consumers who have a vested interest in fine fragrances. Essentially, Dossier's lack of marketing campaigns is both a strength and a weakness.

Its distribution can also be improved with time. Currently, Dossier can only be purchased online or in Walmart stores. The company is growing rapidly, with its sales nearly tripling in 2021(Lopienski, 2021). However, this rapid growth must be consistent over years, and the company must ensure it continues to expand its product offerings as well as purchasing methods.

Recommendations

This section will present 3 recommendations based on the information provided in the brand audit for Dossier. These recommendations will bring solutions to help the brand grow and maintain its user base.

1. Increase the availability of Dossier Perfumes in various stores and locations to allow customers to try and buy without needing to purchase online.

Since Dossier is only offered in limited Walmart stores, and at a limited selection, the brand could benefit from greater exposure in stores that also include testers where shoppers can see if the fragrance suits their exact needs. While being a DTC model has benefited the brand, its high-paced growth should be met with more options for potential buyers.

2. Increase efforts on the quality of the scents themselves.

Primary research findings have indicated that the quality of the scent is the most important factor when it comes to purchasing fragrances. Since Dossier's primary benefit is selling duplicates of premium fragrances, it must increase focus on replicating the scents with high levels of accuracy in terms of scent similarity and longevity of the scent. While sustainability and ethical values remain key values to the brand, it was not highly regarded in terms of potential buyers' consideration for purchase.

3. Bring sampling options in a sustainable way to allow customers to try various products before purchasing.

This recommendation is similar in scope to both of the prior recommendations, as they touch on the values of increased options and sustainability. Dossier used to offer sample packs that could be purchased online but chose to remove them in order to remain committed to sustainability and environmentally conscious values. These should be brought back, but in a more sustainable way such as using cardboard and small amounts of highly concentrated perfume to allow the consumer to smell it and apply a small

amount to their skin, seeing if it is a good fit. For those inclined to purchase a whole line or add many fragrances to their collections, offering a sample variety in smaller sizes would satisfy this need.

Conclusion

While Dossier Perfumes is on track to continue its successful growth, these recommendations can ensure its growth and retention of customers who are eager to find more ways to try them and admire the quality of the affordable scents. The increased accessibility to fragrances thanks to Dossier and its mission has challenged the way the fragrance industry is viewed, ultimately revealing the high markups evident from designer brands. Dossier has a unique opportunity to remain committed to its values and thus equalize the industry in bringing high-quality, affordable fragrances to all.

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