

ULTA
BEAUTY

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Overview

- **Company Intro**
- **Description: Paying with App**
- **Justification: Paying with App**
- **MIS Integration: Paying with App**
- **Description: Rewards Cash Programs**
- **Justification: Rewards Cash Programs**
- **MIS Integration: Rewards Cash Programs**

Review of ULTA Beauty's Five Forces

- **Threat of New Entrants= Moderate**
- **Supplier Power= Low**
- **Competitive Rivalry= High**
- **Buyer Power= High**
- **Threat of Substitutes= High**

Company Intro

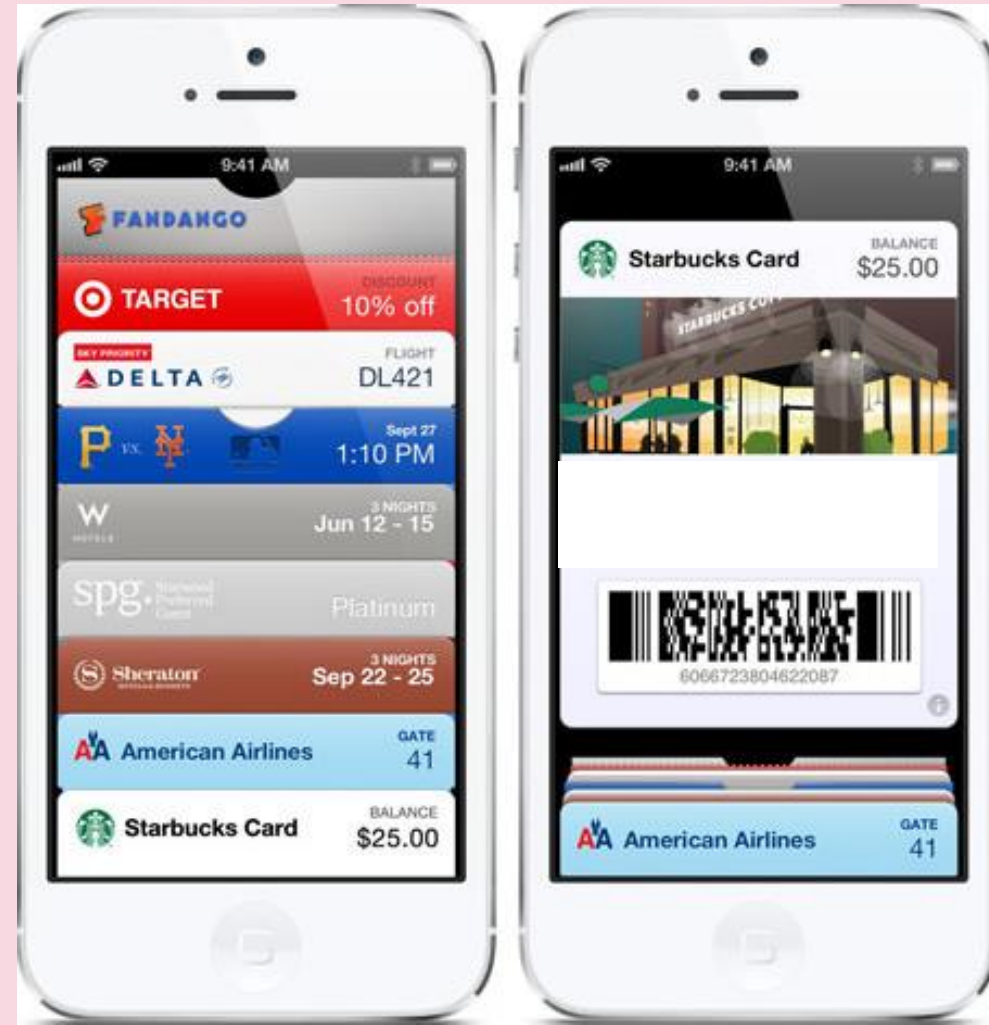


- **First store opened in 1990**
- **Founders of ULTA: Terry Hanson and Dick George**
- **Top national retailer**
- **20,000+ products offered**
- **500 well-established beauty brands**
- **Strong customer loyalty**

Description: Paying with App



- **Innovative**
- **Not eliminating current process**
- **Strong digital integration**
- **Easy navigation**
- **Brand awareness**



Justification: Paying with App

- **Paying with app is safer than using Card**
- **Users perception of Apps**
- **How it works**
- **Tokens or One-Time-Use Security codes Meaningless to hackers**
- **Authorized Via Fingerprint**



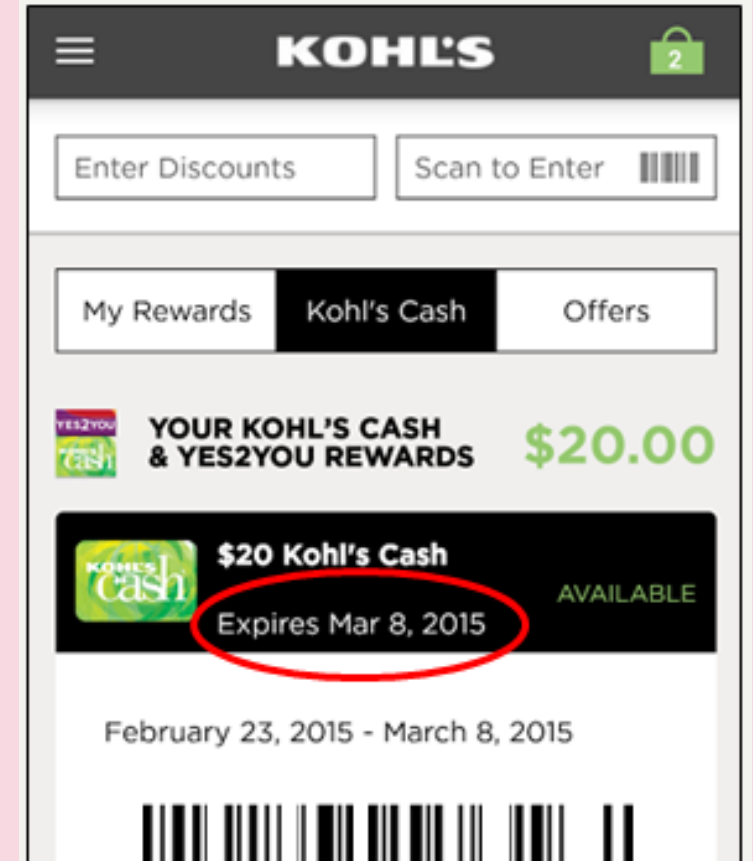
MIS Integration: Paying with App

- **MIS Information Security**
 - **To ensure customers feel safe sharing their information and downloading our content onto their devices**
- **Information Security Plan**
 - **Provides details on how to use their security policies**



Description: Rewards Cash Programs

- **Incentives**
- **Benefit to customers**
- **Continuous Cycle**
- **Maintaining customer awareness on upcoming promotions**



Justification: Rewards Cash Programs

- **Rewards cash programs provide incentives**
- **Attracts existing customers**
- **Customer is likely to spend more than rewards value**
- **Goal is to reward the best customers**



MIS Integration: Rewards Cash Programs

- **MIS Business Intelligence**
 - **Helps answer tough customer questions**
 - **Uses data, experience, and knowledge**
- **Infographics**
 - **Displays info and easily understood**
 - **Patterns and patterns with changes over time**



Conclusion



Questions?



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