

# Green Miao Case Study

## How I mentored an E-Commerce business from scratch !

When Melanie Shim owner/founder of Green Miao contacted me she was using FB and Whatsapp to sell local beauty products. With not much success she had realized that there was a potential for organic beauty products instead. Read how we teamed up and I mentored her to get [www.greenniao.com](http://www.greenniao.com) off the ground!

## Key Takeaway

Finding me as a mentor enabled Melanie to fill a void - the experience she lacked in running a business. In me she now had a listening ear and a mentor who could guide her. Above all I made her believe in herself and pre-visualize the success of her new business.



*“Eric is my mentor on creating a brand for my new online store. He uses his extensive advertising experience to navigate me in detail on how to create memorable brand through colour theory, web design and social medias. He is always ready to go the extra mile to provide guidance when his mentees ask for it. I feel very fortunate to have his help. With him as your mentor, everything is made easy as you will know what to do after each session with him.”*

### **Melanie Shim**

Founder , [GreenMiao.com](https://www.greenmiao.com), KL

[Read Linkedin Review](#)

Melanie Shim was working as a 3D Animator for a studio at Kuala Lumpur in Malaysia. She was also a makeup artist and had a knack for recommending makeup products based on the person’s skin type. However, she realized that there were limited budget friendly options for those looking to buy GREEN/ORGANIC beauty products from the market. It was then that she decided to open her own store to sell affordable ORGANIC beauty products.

## Business Challenge

Having been keen to start acting on her plan, she used Youtube and Facebook to sell her beauty products. However, these channels did not have as much reach as she would have liked and wouldn’t create the brand image she wanted. Her options were to sell her products via an e-commerce platform like Shopee using a drop shipping method or create her own website. As a new entrepreneur she decided to get professional advice and after some research for mentors and via a recommendation, found me .

## My Role as a Mentor

We began our sessions and my first criteria was to identify her personal goals along with her business plans for at least the next 3 years. I understood her need to get away from a 9-5 job and own a business she would be proud. Here are the key steps we took;

- ◆ Understanding the Market
- ◆ Developing a Professional Image
- ◆ Find the Right Target Audience
- ◆ Create a 3-Year Business Plan
- ◆ Mood-boards, Presentation and Branding
- ◆ Marketing,PR & Advertising

## Short Term Plan

# Understanding the Market

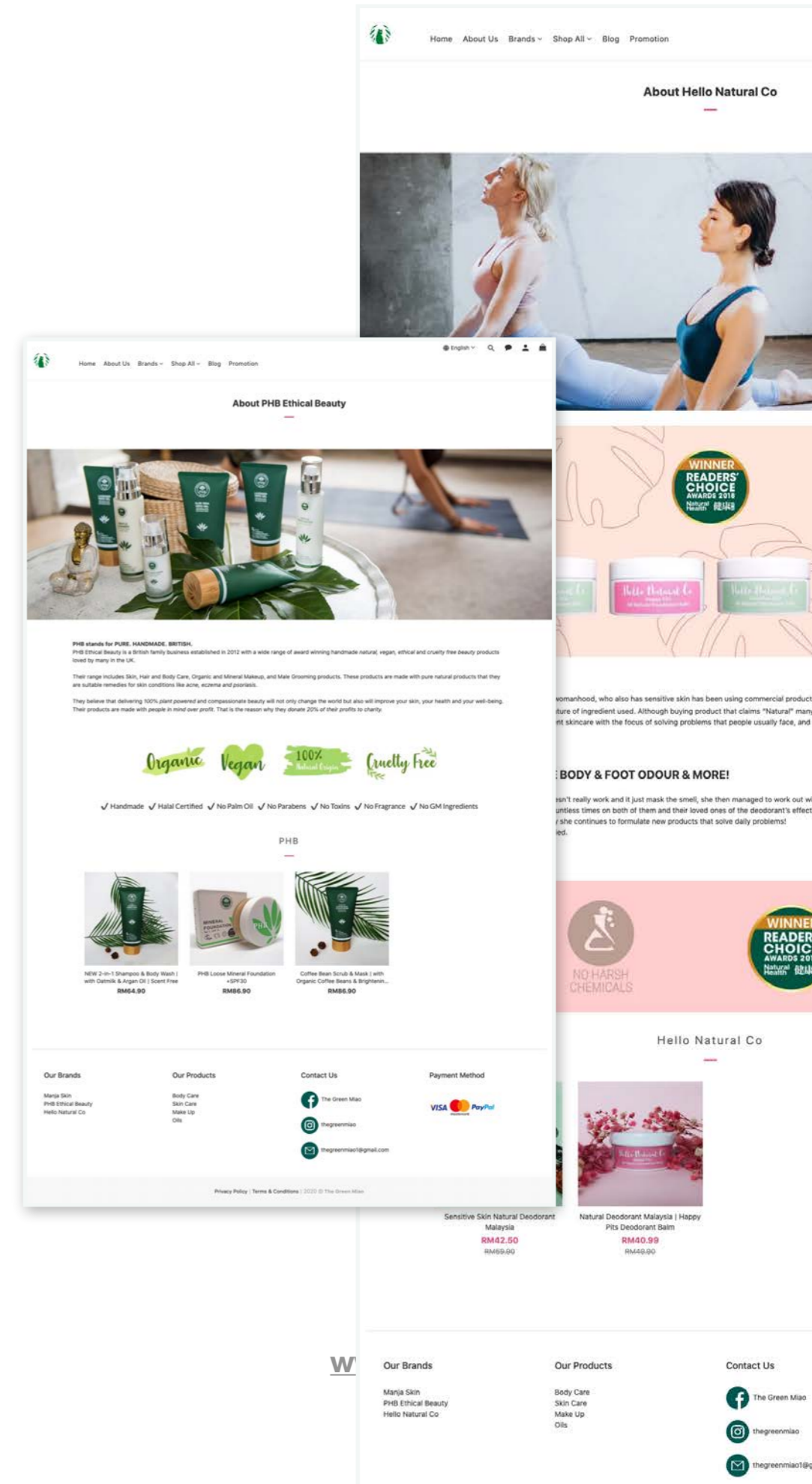
I started out by getting a better understanding of the products she was planning to sell. When considering this, I also reviewed the current demand for organic beauty products as well as narrowed down the demographics of the audience we should be targeting. Together we also planned how to pitch the products to our target audience.

# Developing a Professional Presence

My next step was to create a professional online presence. As Melanie had already been on certain sites, my task was a tad easier. The focus here was to ensure that her online presence was professional. Thereby I worked on her Facebook, Instagram and Youtube pages as well as spruced up the quality of her videos.

# Reaching the Target Audience

In order to reach the target audience I decided we use various channels. As part of this process she decided to get a write-up from an Asian newspaper or magazine. Further, she also reached out to bloggers in the fields of fashion, beauty and lifestyle to write about her products. I also broadened the reach of her products by developing videos and articles both in English and Malay.





## Mentor Advantages

My experience in creating pitch decks for startups helped me guide Melanie to create one with just the right slides and content to allow her to see the direction she was heading for the next 3 years.

My design and creative skills helped me to work with Melanie on her Brand Identity and Mood-board. We had a few sessions to get the colors, fonts and look & feel exact to our needs.

With previous experience building e-commerce sites was able to make sure that shoreline delivered the right user journey for ease of shopping

Closely worked with Melanie to get her posts, videos and images for all her promotions and social media. She saved a lot of money without having to hire an agency for this.

## Long Term Plan

### Designing a Business Plan

Once I was clear about where Melanie wanted to take the business, she drew up her business plan accordingly - for the next 3 years. Some of the key points that had to be considered at this stage were - the problem she was trying to solve, the demographics of the target audience, the business model, expansion plans, marketing ideas and other expenses.

### Creating a Website & Branding

To create a website she worked closely with shoptline, a platform that allows you to create your online shop. She created a mood-board in order to outline the elements, colors, fonts and other aspects that would be used to brand the company and the products. Using my knowledge about design, front-end and back-end experience, I was able to ensure that the website had all the elements she had outlined in our mood-board. I also ensured that the photos of the products and each product page were modified to match the look, feel and style of the site.

### Marketing and Advertising

Once the business was setup I decided that it was time we broadened our client base. I helped her create a market plan of how to be aggressive in the first few months after launch. This included creating attractive landing pages, sending out promotional emails, using setup analytics and running ad campaigns using pixels. I also worked closely on the styles, colors and content to be included in the promotional posts and ad campaigns. Simultaneously, we set out to improve the quality of videos to promote the products via Facebook, Whatsapp + Instagram.

## Where to Next?

Melanie Shim succeeded in her project and is currently the founder of The Green Miao. The tagline of her brand - “The finest of nature for everyone in modest prices” – resonates with the aim she started out with. She sells a range of beauty products such as body care, skin care, make up and oils. **Further, she has collaborated with three other brands - Manja Skin, PHB Ethical Beauty and Hello Natural Co.**

## Key Learnings

- Mentoring can help you pick the best option when you have a lot of ideas
- A mentor provides a point of personal contact, someone you can discuss your ideas and get proper feedback
- It gives you the opportunity to explore your weaknesses and build your achievements
- Regular meetings with your mentor ensures that specific issues are addressed and you are constantly on the move to reach your goals
- The mentoring process offers you a safe, non-assessed and non-threatening environment to explore teaching and learning
- Having a mentor provides you with a source of support and guidance no matter whether you are a newbie or someone who is already in the field

**I can mentor you to successfully launch and grow your e-commerce business.**

[www.ericmentors.com](http://www.ericmentors.com)

