

Ulta Beauty, Inc.

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MKT-315 Benchmark

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Colangelo College of Business

by



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Step into the colorful world of beauty and meet Ulta Beauty Inc., the ultimate game-changer in the industry. Picture this: from its humble beginnings back in 1990 to now, boasting over 1,200 stores spread across the US, Ulta has become your go-to spot for all things beauty. But hey, there's more to this story than just numbers and stores (Ulta Beauty Mission Statement - Zippia, 2024).

We are here to dive deep into Ulta's playbook, unraveling its marketing objectives and strategies, complete with a SWOT analysis. Then, we'll take a stroll through the world of consumer behavior, checking out who's buying what, where, and why. Of course, we can't forget about the goodies on Ulta's shelves – their products and services, priced and distributed just right.

However, there is other information that should be considered. Let's examine how Ulta effectively promotes their products and communicates with customers using strong and aesthetically pleasing integrated marketing strategies. Lastly, let's turn our attention to the future, where I will provide exclusive suggestions to ensure that Ulta continues to thrive in the beauty industry.

Executive Summary