

Q&A Session Shiseido

Questions about the Project Partner contacts

1	Why did you decided to start working here?
2	How many people are currently working in the marketing department?

Questions about the brand

	How do you come up with the ideas for new products? How does the innovation process look like?
3	And how important is innovation in your business?

Questions about the competitive situation

4	What do you think differentiates you from other brands/ companies?
5	How do you think can the company goals be achived with the strategy you have established?
6	Which company do you identify as the biggest "threat"

Specific questions

	J-Beauty is a big trend in Germany right now, especially because of issues like sustainability. Consequently, the market is currently very favorable for Shiseido. How do you want to ensure that
7	Shiseido is strongly represented on the German market in the long term?
8	How does Shiseido incorporate megatrends like diversity or sustainability in the german market?
9	What is the biggest challenge you are facing regarding this topic? What are the related ojectives?
10	What are your expectations for the elaboration of the case?