# Project Study: “Consumer Science & Marketing Strategy”
# Join BEAUTECHFUL - Shape the future of Beauty Retail Tech

## About Beautechful 💄

Beautechful has developed a product called “Makeup Match”. It is a digital in-store consultant that analyzes customers’ skin condition & suggests the most suitable makeup products available in the store. **Have a look at the Makeup Match Video: https://www.youtube.com/watch?v=yhoBf2w_V9o**

## Project Study Description 📈

Makeup Match MVP has been successfully tested & validated in a real-world environment. Each device was used by up to **100 users per day**. Beautechful has multiple agreements to install Makeup Match & starts scaling in the market. This is a huge milestone in our development. We need your support to make the world know what is about to happen. **We look forward to building a marketing team that will push our social media & help make the product even more customer-friendly.**

## Your Profile 👩‍🎓

- **TUM School of Management Student** from the following programs: MMT, MCS, FIM, etc.
- Team player with a **high degree of initiative and marketing experience**
- **Outstanding communication skills** in both English & German
- Interest in entrepreneurship, **start-ups, personalisation, beauty & retail innovation**
- **Passionate about Consumer Science, Social Media Marketing, Content Creation**

## Your Tasks 👩‍💻

- Development of a new **Marketing Strategy for Makeup Match Market Launch**
- **Creation of content** for social media and offline marketing campaigns
- Improvement of UI/UX and **customer journey** on the device
- Support **Makeup Match launch events** and presentations at Beauty/Retail Fairs

## Key Facts 🎯

- Team Size: **Sigle & Group Applications** accepted
- Project Start: **October 2026, ASAP**
- Project Duration: **6 months,** part-time
- Language: **English, German**
- Credits: **12 ECTS**
- Location: **Gate Garching & Remote**

**Send your CV, grade transcript & motivation letter to talents@beautechful.de**

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