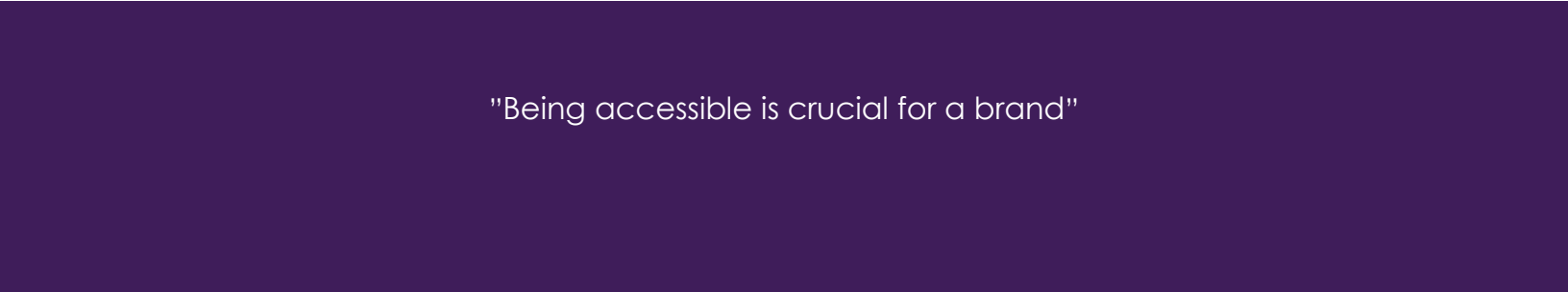




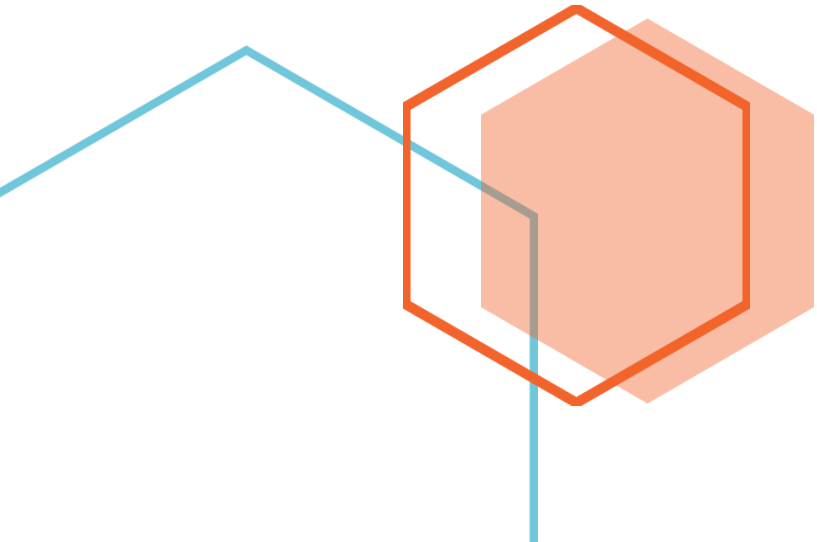
# [Raymond Cloosterman]



[Netherlands]



"Being accessible is crucial for a brand"





## Person's background

Rituals is his first large entrepreneurial experience, after having worked for some years at Unilever, a multinational that, among others, also produces a large range of cosmetic products.

On small marketing budgets and little entrepreneurial skills, the company's start was troublesome, with small margins, personal changes, supplies of ingredients, etc.

He studied business economics at the Rotterdam School of Management and holds an MBA from the University of Michigan.

## Brief Introduction

In 2000, Raymond Cloosterman founded the cosmetic and lifestyle brand Rituals. Inspired by ancient Eastern philosophies and traditions such as the principles of Taoism and the practices of the Turkish hammam spa, Rituals offers affordable yet luxurious bath, skincare, and home products that draw from the natural ingredients that have been used throughout the ages. During his world travels, Cloosterman has sought insight into the botanicals that cultures have used to create a sense of wellness and relaxation for both their bodies and homes, and he has brought these same elements into his modern brand.

Rituals had an annual turnover of 544 million Euro in 2017.

## **First steps in entrepreneurship and faced difficulties**

Rituals was Raymond Cloosterman's first enterprise, and he is still the CEO of Rituals today. He had a net worth of €240 in 2018.

Major difficulties in his early entrepreneur life were lack of experience, lack of marketing skills and finances. Luckily, he had a very solid idea, with an even more inspiring philosophy.

Within Rituals, failures are considered part of the innovative approach to reaching the best customer experience. This means that some product lines have been tested and cancelled, which was not always easy for the founder, balancing passion for products, but also having to deal with what customers want (which is not always the same).

## **How and why the person has succeeded, lessons learnt**

There is great power in a wish. A wish is the starting point of an intention, a goal. Raymond believes that by expressing your wish, you're directing your focus toward that goal. In return, that focus will start a movement of energy that, given the attention it deserves, will grow and reward you with fulfilment. If your wish is realistic, of course.

When he was 20 years old, long before the book "The Secret" was written and became a huge success, he made a list of things he wanted to achieve in his life. At times he'd forget about his list, but it always resurfaced at unexpected moments and he would add new things or cross out what was no longer relevant. But it is an amazing realization that many of those wishes, desires and dreams - some of them long forgotten - have come true over the years. Some materialized in a relatively short time; others took years to come to fruition. But he can happily say that he feels lucky, nonetheless

Are these miracles he often asks? You wish! He believes one's dreams don't come true on their own. In the same way that we won't win the lottery if we don't buy a lottery ticket. To succeed you must give your wishes your energy, focus and attention; you have to set the wishing wheel in motion.





So next time you wish for something, ask yourself this question: am I willing to really go for it and do whatever it takes? If the answer is yes, then chances are that your wishes might just bloom into something beautiful!

### Lessons learned

It appears that the best business plans were and are still based on some very solid philosophies and a set of business principles, also in relation to sustainability.

## **Present situation and tips for success**

In 2018, Rituals was seen as one of the fastest growing brands in The Netherlands, with a network of close to 600 franchise points all over the world, with a turnover of €544 million in 2017

### Tips for success

- Being accessible is crucial for a brand.
- Service is an important but also challenging element
- Last but not least; simplicity. Customers find it important that it is easy to shop for products.

## **Conclusion**

Raymond Cloosterman shows that having a philosophy and some principles are much more important than a technical business plan. Of course, well thought plans are made, but they always derive from the philosophy and principles. Within his Rituals company, space is given to innovate, which can sometimes lead to failing initiatives and product lines. Yet they are a side risk of innovation, and a secret to further success.