Your Name

Instructor Name

Date

Marketing and PR: Mistine

ASEAN is the Association for Southeast Asian Nations; it is the intergovernmental organization whose objective is to promote regional stability and economic growth between its ten members which are Philippines, Thailand, Malaysia, Brunei, Singapore, Myanmar, Vietnam, Laos, Indonesia, and Cambodia. Mistine is one of the best and the only direct seller cosmetic brand distributor of Thailand. It also ranks 33 in the list of best cosmetic seller brands in the world. The company generated more than $407 million in revenue in 2014 (*Mistine*). In Thailand, Mistine satisfies the consumers' requirements of various age groups; it is producing more than 2000 products of different range such as Skin Care, Makeup, Body Care Products, and Fragrances (*Mistine*). Mistine is getting fame not only locally but also internationally, particularly in the European and Asian region. As it is providing high-quality, affordable and appealing cosmetic products (*Mistine*). ASEAN would be beneficial in many perspectives for Mistine, as it helps in the reduction of trade barriers within state members which in turn will enhance its economic growth. Through, ASEAN the whole region has become a single production and market base and one can easily commercialize its goods anywhere within the region of ASEAN. ASEAN can also assist in the tariff elimination, which made the services and goods flow easier in the ten member states. The free trade area of ASEAN also controls the elimination of the tariff on more than 8000 products (*Mistine*). Due to ASEAN, Mistine can have more access to neighboring markets, and the consumers can get a product at less price. In short ASEAN aids companies like Mistine to generate higher opportunities for export. ASEAN also boosts the Area of comprehensive investment which encourages the capital free flow within the region. The investors of ASEAN gained the National treatment immediately, which further facilities in elevating Mistine products exports. ASEAN also organizes summits and meetings regularly, which help in encountering regional issues faced by investors. Thus, collaborating with ASEAN, Mistine can attain several benefits that may aid the brand is expanding its business and become more popular.

**Works Cited**

*Mistine*. https://www.mistinecosmetics.com/about.php. Accessed 4 Nov. 2019.