

BRIEF

CASE STUDY COMPETITION 2019

COMPANY: L'Oréal Adria d.o.o.

BUSINESS CASE CATEGORY: Trend of the future

COORDINATOR: Iris Dishani, iris.dishani@estudent.hr

NAME OF THE BUSINESS CASE: *The launch of an e-commerce business for a skincare*

brand / Pokretanje online trgovine branda za njegu kože

DESCRIPTION OF THE BUSINESS CASE:

In addition to existing physical stores, L'Oréal's brands are turning to new forms of sales, including online commerce with the support of social networking channels.

For our renowned US skin care brand Kiehl's we would like to consider the option of opening an online store as an additional marketing and sales channel and include it's implementation into the omnichannel brand strategy.

ABOUT THE COMPANY:

L'Oréal is a world leader in the cosmetics industry, present in more than 150 countries worldwide. For more than a century, we have devoted all our energy and expertise to one area: beauty.

In our portfolio we have 34 international brands that cover different products for coloring and hair care, skin care, perfumes and makeup. We are fully committed to the long-term and responsible implementation of our universal mission - to provide women and men all over the world the best offers of cosmetic innovations in terms of quality, efficiency and security, so we come to meet the infinite variety of wishes and needs in terms of beauty. We are dedicated to the ethical and responsible fulfillment of this mission. Our values are passion, innovation, entrepreneurial spirit, open mindedness, aspiration to the best and responsibility, and for our ethical principles those are integrity, respect, courage and transparency. L'Oréal Adria, headquartered in Zagreb, is a representative of L'Oréal Group in the Republic of Croatia. In the Zagreb office there is an international team consists of more than two hundred employees representing dozen of different nationalities. Challenging and exciting work environment

provides exceptional opportunities for developing new ideas, taking over a wide range of responsibilities and setting high standards in every aspect of business.

Kiehl's Since 1851 is a legendary New York pharmacy and manufacturer of high quality products for skin and hair care. Kiehl's classic legacy and customer dedication are at the heart of each products and services in the 165 years long history of the company. Every member of Kiehl's sales staff is well acquainted with the customer service that the company promotes and is, with knowledge formula ingredients and pharmacy traditions, trained in prescribing treatments and nursing regimes for skin and hair in accordance with individual customer needs. Entering any Kiehl's store, educated staff offers a free skin examination and individual consultation in order to find the appropriate routine. Promoting the "Try Before Buying" initiative started is 50 years ago in the main Kiehl's store ,resulting nowadays with every visitor to come out with the samples needed to perform the appropriate routine. With a simple return policy with guaranteed return Kiehl's clearly separated from competition and achieved market recognition by gaining loyal fans.

GOAL:

- Make a market review (popularity of online purchasing of skin care brands, trends, competing brands with the ability to buy online etc.)
- Based on market research segment the market and present 4 buyer personalities
- Create a plan of launching online store activities in the region with a focus on communication channels and take into account the personalized buying experience and upcoming trends

Explanation:

Market research should show the current state of online sales in the beauty industry in the world and in the region (with an emphasis on a luxury skincare industry) and point to what are **emerging trends** that can be included in the omnichannel strategy.

It is necessary to investigate **who are the online buyers** of luxury skin care brands, how they behave and where are they located and create 4 buyer personalities. It is necessary to study how to **maximize taking the advantage of all platforms available** (including social shopping), respectively how to use technology to provide useful services to consumers - online and offline. Answers to succeeding questions should also be offered: How to **create a personalized experience** while buying with the absence of human contact, furthermore with the absence of skin examination and counseling based on results? What to base on the personalized consumer routine for skin care products and consequently, how to maintain the "love brand" strategy? Keeping in mind: market research results, customer profile, online sale trends and brand strategy, you need to **create a plan for launching online merchandise** in region that

includes the timeline of project duration per phase, a communication / marketing plan and a financial plan.

ADDITIONAL INFORMATION:

WEB: <https://www.kiehls.com/>;

Local Instagram: <https://www.instagram.com/kihls.hr/?hl=en>

Local Facebook: <https://www.facebook.com/kihls.hr/>

FORMAT:

(Word, PPT, Excel charts, charts, PDFs, ...)

According to your choice.

A preferred format is the solution that enables the inclusion of all relevant data.

MANDATORY ITEMS OF SOLUTION:

Make market and trends research and give recommendations for launching online pharmacy by phases based on results obtained, including:

- budget / financial plan activities
- plan of online (online) activities
- marketing activity plan

SCORING CHART

Criteria	Grade	Contribution to overall rating	Total
The integrity of the solution - it possesses all mandatory solution items	0-5	10%	
Creativity and innovation of the solutions	0-5	30%	
Business plan	0-5	20%	
Can the solution be implemented	0-5	10%	
Integrity of presentation solutions	0-5	15%	
Overall quality of the case study	0-5	15%	
		TOTAL:	

ADDITIONAL BENEFITS:

The possibility of paid practice in L'Oréal in the area that the person is the most interested in and a gift bag with Kiehl's product for all team members.