

# Yves rocher : international marketing flashcard



**ASSIGN  
BUSTER**

The brand sends its products by correspondence, on the internet and in shops. The most important in the Yves Rocher's products is the plant. This understanding is its force. Yves Richer has a large range of products and services. The brand sells shampoo, perfumes, make-up and cream for women and men. In its salons, Yves Richer proposes also face and body cares, and deputation. The brand is also involved in many human causes. The products are not tested on animals since 1989. And the Yves Richer Foundation (2001) works for the planet's protection, women... Yves Richer: an international success?

The Yves Richer Group is present in 80 countries in the world. In 2012, the Group has realized 65% of turnover in Europe. There are many reasons which could explain this international success. First, Yves Richer is a French brand. And in the other countries, France represents mode and beauty. Also, French products are recognized as quality and healthy. So, a lot of consumers are connected with this French brand. The second reason is the characteristics of Yves Rocher's products. In fact, they are all produced based on plant, so they are natural beauty products. And this, is the marketing positioning of the brand Yves Richer.

And the last reason of the success comes from its marketing strategy. Yves Richer has developed a big strategy of promotion. Consumers receive a lot of offers on the products by e-mailing and mailing. The brand attracts its customer offering lot of free gifts (bag, jewelry, pens... ). And the price strategy is as well important. In fact, Yves Richer guarantees the best quality but at a low price. The place is also important. Yves Richer uses different lines of distribution. We could buy the Yves Rocher's products on internet, in

shops and by correspondence. But the international growth of the Brand Yves Richer is not finished.

In fact, the aim of Brice Richer, the new president of the Group since 2009, is to realize 50% of turnover in matured countries and 50% in emerging countries. In the next few years, the group wants to develop its shops in China and Russia. In fact in 2012, there were only 50 shops Yves Richer in China. The limits of the international experience it exists many market conditions which may limit the company's international are different. And that's way Yves Richer had some political problems with Russia. On December 2012, Bruno Leprous, the managing director of Yves Richer Boston, had been criticized by the anti-Pouting opposition.

This affair concerned a clash about a haulage company that Yves Richer bayed too much. Now, the opposition wants to boycott the Yves Rocker's products in Russia. So, this is a bad publicity for the brand. An other condition is that Yves Richer has a lot bated on selling by correspondence. But with the development of sells on internet, this way is compromised. The brand has to change its mailings model. They have to be more interactive and up-to-date. The last limit concerns the positioning of the brand in the other countries. In fact, in France, Yves Rocker's products are reachable.