

Loreal-marketing plan essay sample



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“ Attention to health is life’s greatest hindrance”

Cosmeceuticals are the latest addition to the health industry and are described as cosmetic products with drug-like benefits. With the rise of more knowledgeable, wealthy, and beauty-conscious class of urban consumers, cosmeceuticals have come a long way in recent years to become one of the fastest growing cosmetic options. Advancements in technology and emergence of new ingredients have further contributed to the progress in the commercialization of cosmeceutical products worldwide. The market that reached to the mark of US\$ 27. 2 Billion in 2010 is likely to augment at a rapid pace in the coming years with anti-aging skin care taking the top spot in revenue patterns. Through in-depth and prudent analysis of the developments taking place at the global level, we have observed that the market is presently dominated by skin care and hair care cosmeceuticals. [http://www. businesswire. com/news/home/20120112005565/en/Research-Markets-Global-Cosmeceuticals-Market-Analysis-](http://www.businesswire.com/news/home/20120112005565/en/Research-Markets-Global-Cosmeceuticals-Market-Analysis-)

Organisation background:

L’Oreal was founded in the year 1909 by Eugene Schueller, a French Chemist how developed an innovative hair colour formula. Today, the L’Oreal Group is the world’s largest cosmetics and beauty company and is headquartered in the Paris suburb of Clichy, France. It got its start from the hair color business but soon it developed activities in the field of cosmetics, concentrating on skin care, sun protection, make up, perfumes and hair care. L’Oreal is active in the dermatological and pharmaceutical fields. It is also the top nanotechnology patent-holder in the United States. L’Oreal is a listed company, but the founder’s daughter Liliane Bettencourt who is one of the

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richest people in the world, and the Swiss food company Nestlé each control over a quarter of the shares and voting rights. L’Oreal famous advertising slogan is “ Because I’m worth it”. It has recently been replaced by “ Because you’re worth it”. L’oreal has contributed many products in cosmetics, dermatology, skin care etc. L’oreal’s Elvive Total Repair 5 Restoring Shampoo is a invention of the company’s innovative team to fight the main five problems of hair, which is the common problem through out the globe.

Team Members and responsibilities:

Our group consists of four divisions and each member has been assigned particular job as listed below: Product Manager: Zakiuddin Zeeshan

Mohammed

Price Manager:

Promotions Manager:

Place Manager:

Or you have to write the Team Leader for the Four P’s of Marketing the product i. e., Product, Price, Place & Promotions were handled by the Team Leader of the group.

Description of Product:

LOREAL ELVIVE TOTAL REPAIR 5

Hair is mainly made up of keratin cells protected by an intercellular cement. Time and external aggressors can damage the hair surface and then attack its structure. Your hair feels thinner, weakened, becomes flat, rough to touch and dull.

ELVIVE TOTAL REPAIR 5 for damaged, lifeless hair.

Total Repair:

The Loreal laboratories have developed a formula with Pro-Keratin and Ceramide for complete hair repair, cell after cell, without weighing hair down.

Re-structure: the pro-Keratin repairs the hair fibre, the hair structure is reinforced and hair regains its strength like new. Re-surface: the ceramide replicates hairs intercellular cement, transforms the hairs surface to a regular and smooth condition.

The new Elvive Total Repair 5 Restoring masque:

Concentrated with an active Pro-Keratin and Ceramide Serum, it repairs the hair cells with keratin and intensely nourishes your hair and fight the common five problems of hair and proven to be restored the loss hair, makes it strength & vitality making the hair silky and shining.

Target Market:

Hair falling and hair related problems are common from the age of 15 years to 50 years of age group, due to change in the environment, most of the people are getting bald at the middle of the age.

The main objective of the product is provide health to the people who are suffering with these hair problems in Australia regardless of their age.

Promotion:

L'Oreal is global product accepted by millions of the customers, the company don't need promotion, but product needs. The promotion of the product shall be by

- Advertising in the media, online & hoardings among selected places

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- Product display at various industrial exhibitions, shopping malls and stores to attract the customers
- Referrals to be made by the Dermatologists, Saloons and Spa's etc, to the consumers.

Delivering customer value:

Our mission is to provide the solution to the most comprehensive and most suffering problems to the consumers who are suffering with hair related diseases like hair fall, strengthless, dull, dandruff etc. The aim of the product is to heal the disease not to burn the pocket of the consumer.

Innovation:

The Research & Development Team of L'Oreal had developed a formula with Pro-Keratin and Ceramide for complete hair repair, cell after cell, without weighing hair down. It has been estimated that 4 out of every 10 in the population of the world is facing hair problems, one or the other and tries various treatments to cure, some might be worked, but most of them will be on temporary nature. L'Oreal had brought the product with complete and permanent solution for all hair related problems in one volume.

Recognition:

L'Oreal Elvive Total Repair 5 won the 2011 Hair Care category and used the product of the year logo across TV, on-line print and at Point of sale to support all of their advertising. This saw them achieve great success with their products throughout the year. The product include the logo and award include on over \$ 1 Million worth of support.

Closure:

There has been dynamic increase in hair problems among the people's of all

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ages all over the world. The L’Oreal Total Repair 5 is a valuable gift for the people of Australia to fight the problems relate to hair.

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