

Critical success factors of starbucks



**ASSIGN
BUSTER**

The Body Shop International plc is a global manufacturer and retailer of naturally inspired, ethically produced beauty and cosmetics products.

Founded in the UK in 1976 by Dame Anita Roddick, we now have over 2, 100 stores in 55 countries, with a range of over 1, 200 products, all animal cruelty free, and many with fairly traded natural ingredients. We were the first international cosmetics brand to be awarded the Humane Cosmetics Standard for our Against Animal Testing policy. And we have our own fair trade programme called Community Trade, making us the only cosmetics company with such an extensive commitment to trading fairly.

Community Trade now works with 31 suppliers in 24 countries, providing over 15, 000 people across the globe with essential income to build their futures. We also have our own charity, The Body Shop Foundation. Launched in 1990 (registered charity no. 802757) we give financial support to pioneering, frontline organisations that otherwise have little hope of conventional funding. The Foundation's focus is to assist those working to achieve progress in the areas of human and civil rights, environmental and animal protection.

We believe that every woman has the right to feel fabulous, so we put our all into finding the highest quality natural ingredients, ethically and responsibly grown and bought, and turning them into innovative products, honestly marketed, and priced so that everyone can afford them. Our business runs on passion, and our five values; Protect the Planet, Support Community Trade, Against Animal Testing, Defend Human Rights, Activate Self Esteem, govern all that we do, from reducing our carbon footprint to ordering our

envelopes. To us, there is no other way to work. After all, when you believe in what you do, you do it better.