

Avon marketing strategy assignment

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About Avon Avon Is the world's leading direct seller of beauty and related products, reaching Representatives. 2009 saw Avon celebrate its 50th Anniversary in the UK. Avon UK has gone from strength to strength and now is one of the top beauty brands in the country, providing its customers with innovative, stylish, and great value products. Avon offers an extensive range of products including make-up, skincare, fragrance, jewelry, lingerie, personal care, accessories and gifts. As the company for women,

Avon Is committed to supporting the causes that matter most to women – breast cancer and domestic violence. Since 1992, Avon (ELK) has raised nearly £5 million for breast cancer charities and over ?? 350, 000 for domestic violence charities since 2008. Read more about the causes Avon supports. Our vision To be the company that best understands and satisfies the product, service and self- fulfillment needs of woman globally. Our five values are Trust, Respect, Belief, Humility and Integrity.

We believe that everything we do, everything we say, and everything we produce as a company are Infused with these values. Avon was established in the USA over 120 years ago by a 28 year old door-to-door bookseller, David McConnell. He discovered that the rose oil perfumes he was giving away as an added customer incentive were the very reason women were buying his books. The scene was set for him to realize a big dream, a fast-moving product line of superior quality merchandise, sold by a vast network of spirited entrepreneurs direct from the manufacturer to the homes of consumers.

The California Perfume Company was founded, with a line of five floral fragrances, and a range of everyday essential items. All items were backed by an unconditional, money back guarantee - something still upheld by Avon. In the early days, products were sold by showing customers a sample case. As the range of products grew the company published its first brochure after about ten years, a business tool that is synonymous with Avon today. The world's first "Avon Lady" Mrs. P. F. E.

Label of Winchester, New Hampshire, was hired by McConnell in 1886 to develop the early selling model that would become the foundation for a global business. Mrs. Label sold products and recruited other women as depot agents, becoming the role model for the Avon Representative of today. David McConnell offered a unique way for women to take control of their lives and move towards economic independence at a time before women had the right to vote and when most were expected to remain within the home rather than earn a living.

Avon calling With global aspirations and during a visit to England, McConnell was struck by the tatty of the countryside surrounding Stratford-on-Avon, and introduced a product line called Avon comprising a toothbrush, talcum powder, and vanity set. In 1939, the company's name was changed to Avon Products Inc. With the sass becoming the age of television, the famous 'ding dong - Avon calling' fanfare was first heard on US decade, paving the way for entry into Europe. Avon was first established in the US in 1886, Avon Products Inc. is the world's biggest direct selling beauty company. Today there are 5. Million Avon Sales Representatives around the world in over 100 entries distributing more than 600 million brochures in 25 languages, <https://assignbuster.com/avon-marketing-strategy-assignment/>

offering a range of 7, 500 products and reaching more than a billion customers. More beauty products carry the Avon brand name than any other in the world. Avon sells more bottles of fragrance than any other company in the world. More women wear Avon nail enamel than any other brand in the world. Avon is the world's largest corporate supporter of the breast cancer cause. It has raised £5 million for UK breast cancer charities and \$525 million for breast cancer charities worldwide.