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LAKME

Source of Radiant Beauty



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INTRODUCTION

- The name 'Lakme' is borrowed from Lakshmi, the name of the priestess.
- The rate is high in the skin-care segment as compared to colour cosmetics.
- In the skin-care segment, price and volume played an equal role in value growth.
- Lakme has a range of beauty products to offer to its consumers.



ABOUT THE INDUSTRY

- **The cosmetic industry is a profitable business for most of the manufacturers of cosmetic products.**
- **The cosmetic industry world wide seems to be continuously developing, many famous companies sell their cosmetic products online also in countries in which they do not have representatives.**



ABOUT THE COMPANY

- **Lakme is an Indian brand of cosmetics founded by Hindustan Unilever in 1973.**
- **Lakme started as a 100% subsidiary of Tata Group.**
- **Tata's entered into a 50-50 joint venture with Hindustan Lever Limited In 1995.**
- **In 1998 Tata sold off their stakes in Lakme Lever to Hindustan Lakme Lever, for Rs 200 Crore.**



COMPETITORS OF LAKME

Major Multinational companies such as:-

- REVLON
- YARDLY
- GARNIER
- L'OREAL
- PONDS



SWOT ANALYSIS

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- High quality man power resources.
 - Brand name .
 - Wide range of products and services.
 - Distribution channel.
 - Unilever global technology capability.



- High service cost.
- Use of hard chemicals.

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- **Brand growth through increased consumption depth.**
 - **Growth in business of beauty parlor.**
 - **Lakme beauty training academy in New Delhi, Mumbai and Chennai.**

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- Aggressive price competition from local and multinational players.
 - Availability of cheap beauty products.
 - Reports regarding presence of LEAD in lipsticks.

DISTRIBUTION CHANNELS

There is a significant change in market distributional channel of cosmetic products.

Distribution places are:-

- Hyper market.
- Super market.
- Departmental stores.

Lakme distribution merged with Hindustan Unilever and have three thousand distributors around the country.



SERVICES

- Lakme beauty salons were established in Hyderabad, Delhi, Mumbai and Chennai 30 years ago.
- The beauty parlor has beauticians who have been trained by Lakme.
- The staff is required to attend classes conducted by doctors and cosmetologists.
- Every six months their skills are polished further.



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- Proper attention towards each and every customer.
- Using branded products.
- Maintaining morning freshness throughout the day.
- Proper assistance at the time of taking appointments.
- Hospitality of premium standards.



PRODUCTS

➤ Lakme Fruit Blast
Face Wash



➤ Lakme Discover Glow





➤ Lakme Night Fever summer

➤ Lakme perfect Radiance fairness range

LAKMÉ

➤ **Cleansers**



➤ **Moisturisers**



GREY

