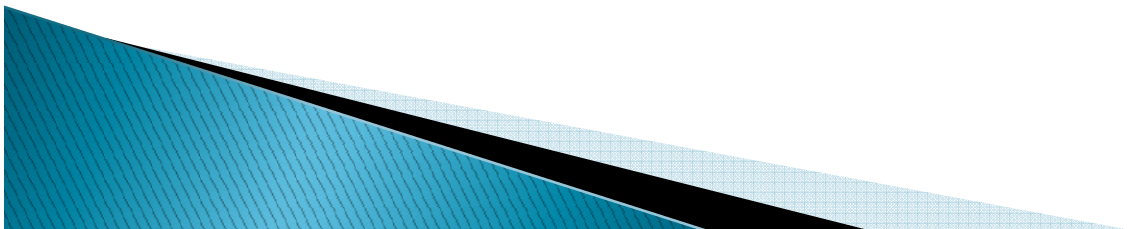


Marketing Project ***on*** ***Cosmetics***

Presented by:
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Govind



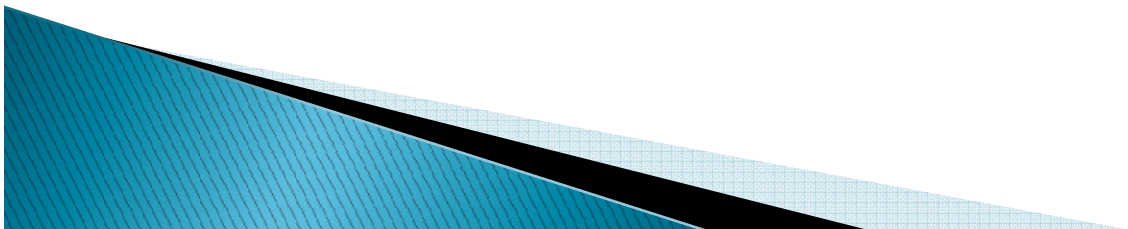


C O S M E T I C S



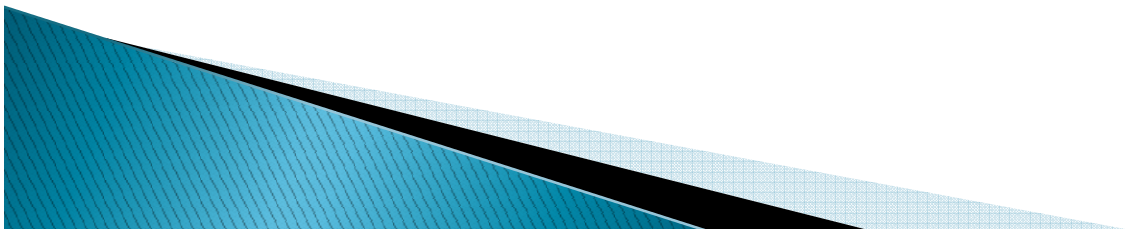
COMPANY **INTRODUCTION**

- *Lakme was the country's first cosmetic brand to introduce make up to Indian women.*
- *Lakme takes pride in being the expert on Indian Beauty for over 50 years.*
- *They grew to be one of the leading, high consumer interest brand segments in the Indian skincare and cosmetic product market.*
- *This brand offers a variety of cosmetics for your skin, eyes, nails and lips which are reputed because of their quality and ease of use.*

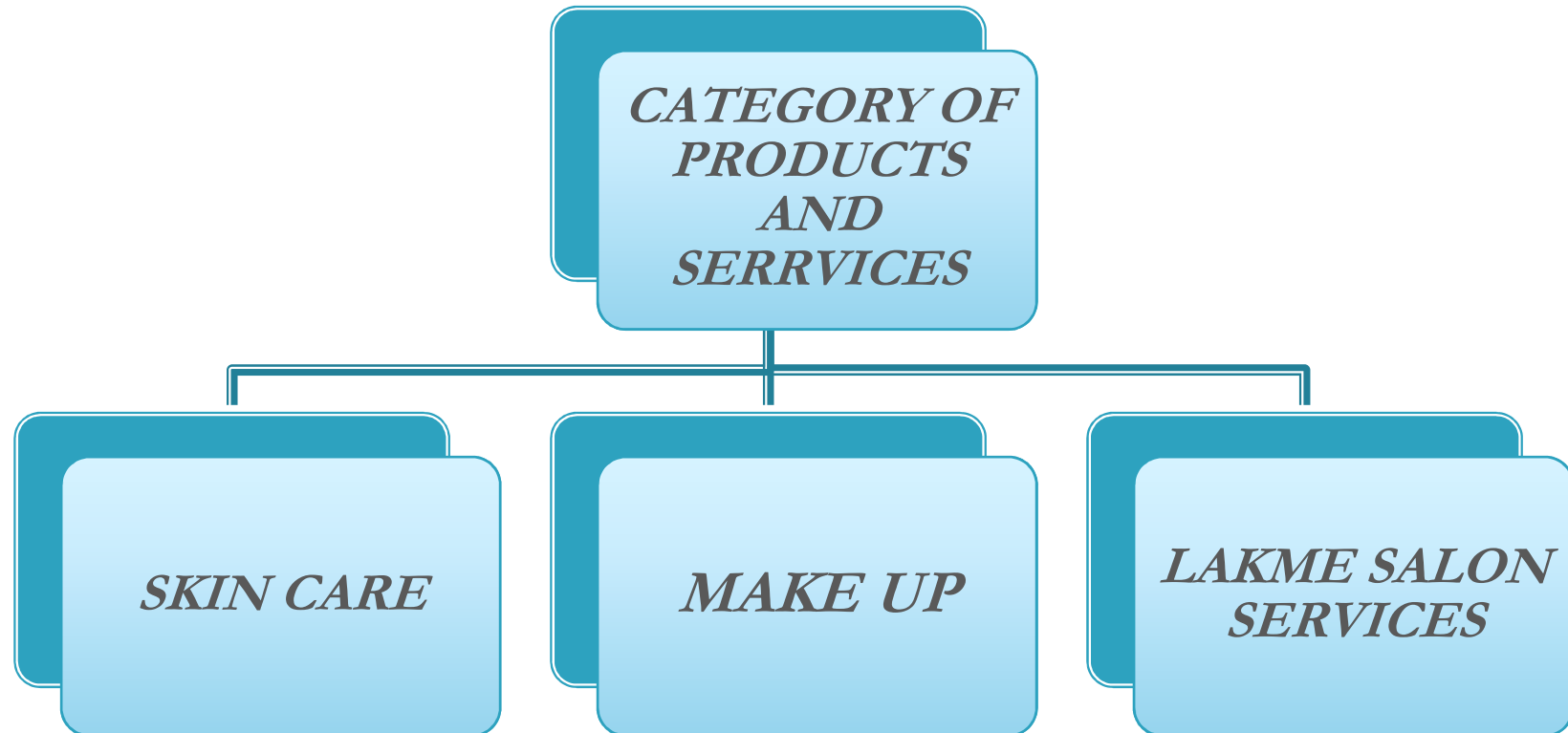


COMPANY PROFILE

- *Lakmé is an Indian brand of cosmetics, owned by Hindustan Unilever Limited.*
- *Lakme started as part of the Tata Group.*
- *Indian cosmetic Lakme was started in 1952.*
- *Simone Tata joined the company as director, and went on to become its chairman.*
- *In 1996 Tata sold off their stakes in Lakmé Lever to HLL, for Rs 200 Crore.*
- *Lakme also started its new business in the beauty industry by setting up Lakme Beauty Salons all over India.*



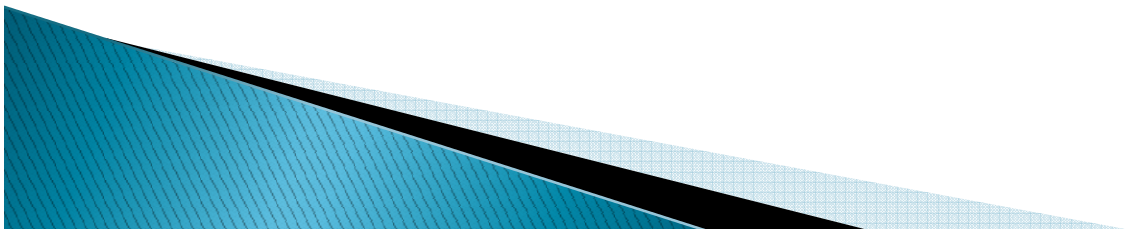
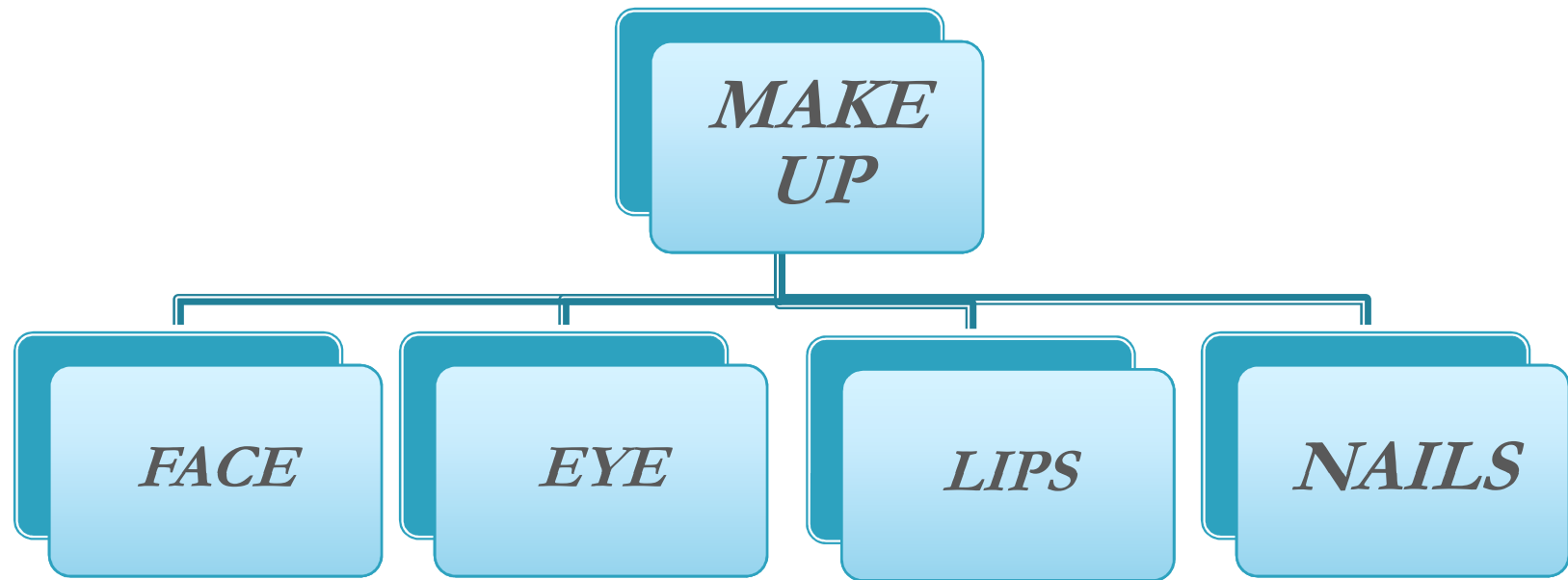
Product Mix



SKIN CARE

- *Lakmé Perfect Radiance Whitening.*
- *Lakmé 9 to 5 Hydrating Super Sunscreen*
- *LAKMÉ CC CREAM*
- *Lakmé Fruit Moisturer.*





FACE

- *Lakmé Absolute Face Stylist Foundation*
- *Lakmé Absolute Face Stylist Compact*



EYE

- *Lakmé Eyeconic Kajal*
- *Lakmé Absolute Color Pearl Shadow*



LIPS

- *Lakmé Absolute Gloss Addict*

- *Lakmé Absolute Gloss Stylist*

NAILS

- *Lakmé Absolute Nail Colors.*

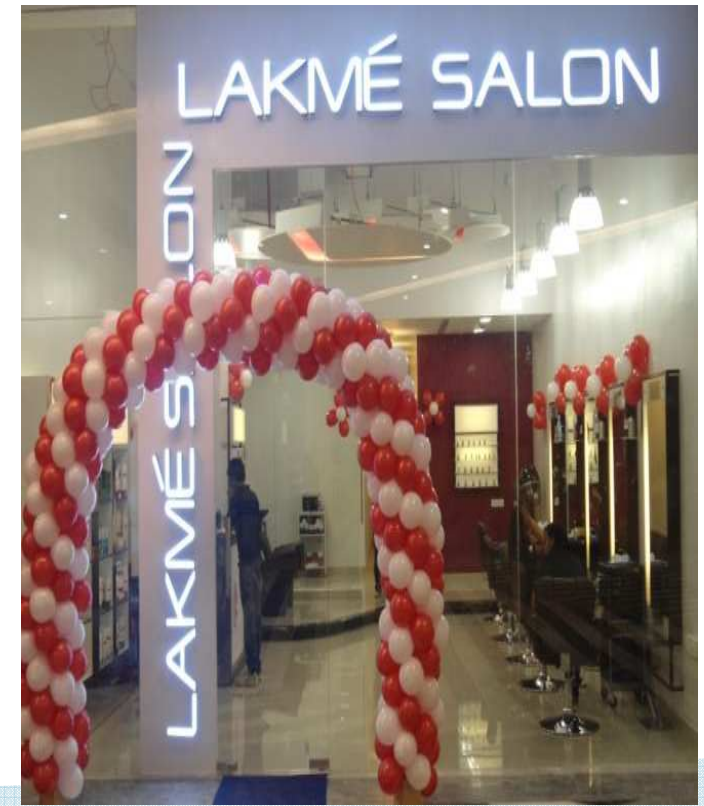
- *Lakmé Absolute Gel Stylist*





LAKMÉ SALON

- *Lakmé Salon is one of the first salon chains that bring beauty and grooming services to the modern Indian woman.*
- *It has wide range of services and competitive pricing and that positioned it as one of the most popular beauty hubs.*
- *From skincare to hair and style.*
- *With a footprint of over 220 salons, Lakmé salon delights over 5 million demanding customers.*



Competitors

LOREAL

L'ORÉAL
PARIS

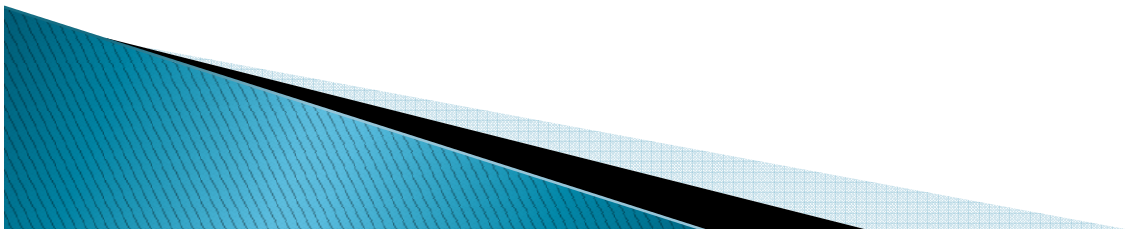
- ▶ *It is a French Cosmetics and a beauty company.*
- ▶ *There Head quarters are in France.*
- ▶ *Loreal concentrates on Hair colour, Skin care, sun protection, make-up, perfumes and Hair care.*
- ▶ *Loreal is a big competitor for Lakme.*



ORIFLAME



- ▶ *Oriflame Company founded in 1967 in Sweden.*
- ▶ *The Company sells personal care, assessories and nutritional products.*
- ▶ *There trading branch is in Fribourg, Switzerland.*
- ▶ *The company uses a multi-level marketing system to compensate distributors.*



Marketing Mix

PRODUCT

Eye conic Kajal

Nail Colors

Fruit Moisturizer

PRICE

Rs.199

Rs.150

Rs.145

PLACE

India

Dubai

Pakistan

PROMOTION

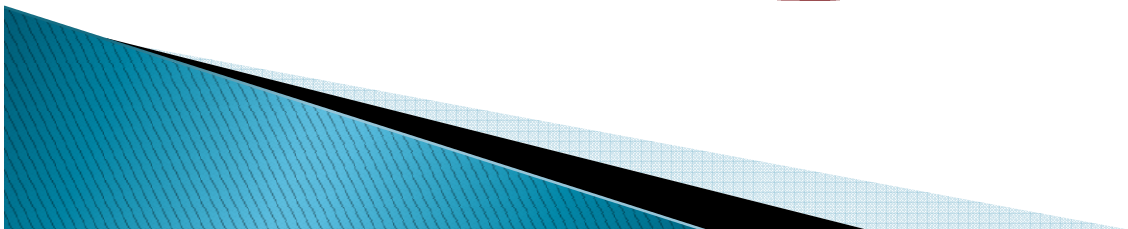
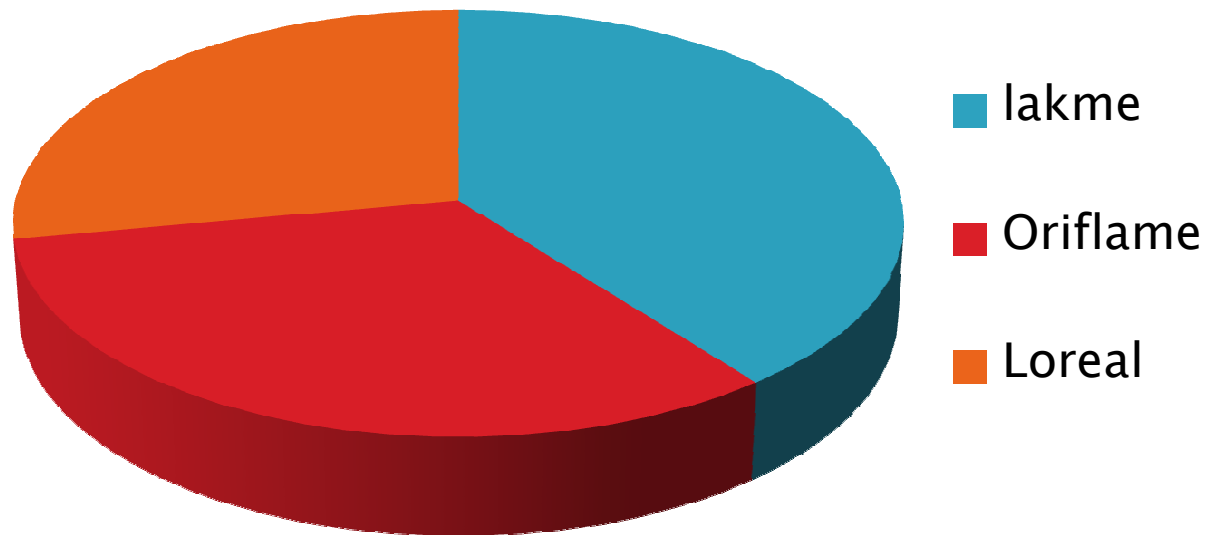
Big Celebrities

on Television.

Magazines.

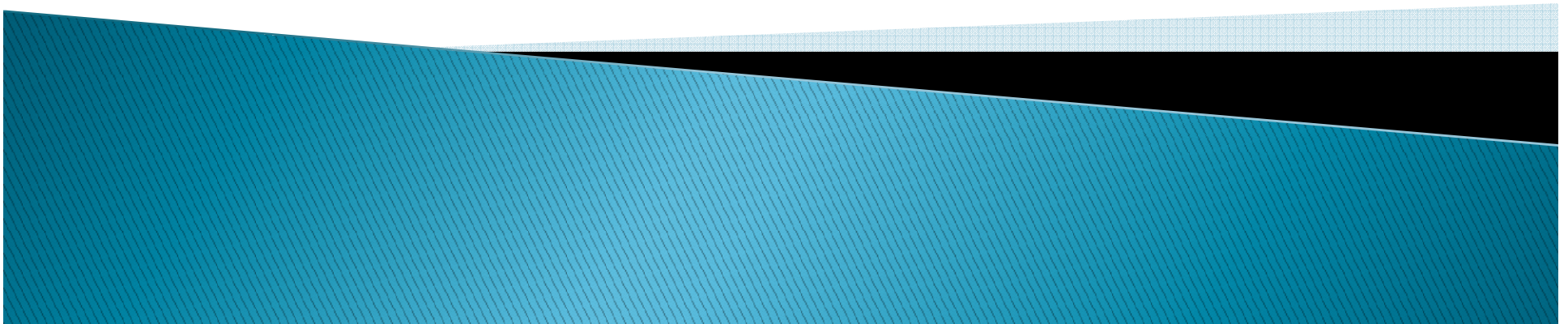
Market Share of LAKME, LOREAL & ORIFLAME

The Beauty Business in India is growing phenomenally with the cosmetics market growing at 15–20% annually.



Research & Development

- *Lakme cosmetic was started in 1952.*
- *They run by Hindustan Unilever Limited [HUL].*
- *They started their new business by setting lakme salons all over India. Now HUL has about 110 Salons all over providing beauty services.*
- *Even today, when most multinational beauty products are available in our country, Lakme still holds a special place in the hearts of the Indian Women.*



THANK YOU
ALL...!

