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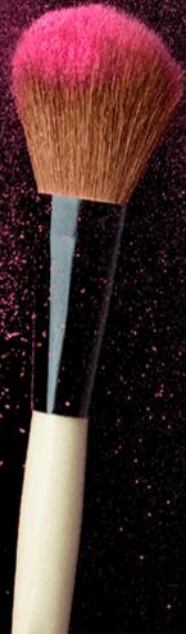
***Admission No. : 17SMCS101164***



**LAKMÉ**  
REINVENT

# CONTENT

- *Introduction*
- *About the company*
- *List of products*
- *List of services*
- *Brand ambassadors*
- *Competitors*
- *SWOT Analysis*
- *Distribution channels*
- *Conclusion*



# INTRODUCTION

- *The name 'Lakme' is borrowed from Lakshmi, the name of the goddess.*
- *Skin-care segments are more expensive than colour cosmetics.*
- *Lakme has a huge range of beauty products.*





# ***ABOUT THE COMPANY***

- *Indian brand 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 Unilever Limited in 1995.*
- *In 1998 Tata sold of their stakes in Lakme Lever to Hindustan Lakme Lever, for Rs. 200 crore.*

# LIST OF PRODUCTS

- *Eye Shadow*
- *Eye Liner*
- *Eye Mascara*
- *Face Blush*
- *Face Compact*
- *Face Foundation*
- *Face Mousse*
- *Sindoor*
- *Lipstick*
- *Lip Balm*
- *Lip Goss*
- *Enamel & Paint*
- *Anti-aging Creams*
- *Skin Brightening Creams & Gels*
- *Moisturizers*
- *Sun Protection Products*
- *Cleansers*





# ***BRAND AMBASSADORS***

- ***Current brand ambassadors are Kareena Kapoor Khan and Shradha Kapoor.***
- ***Isabelle Kaif recently joined.***



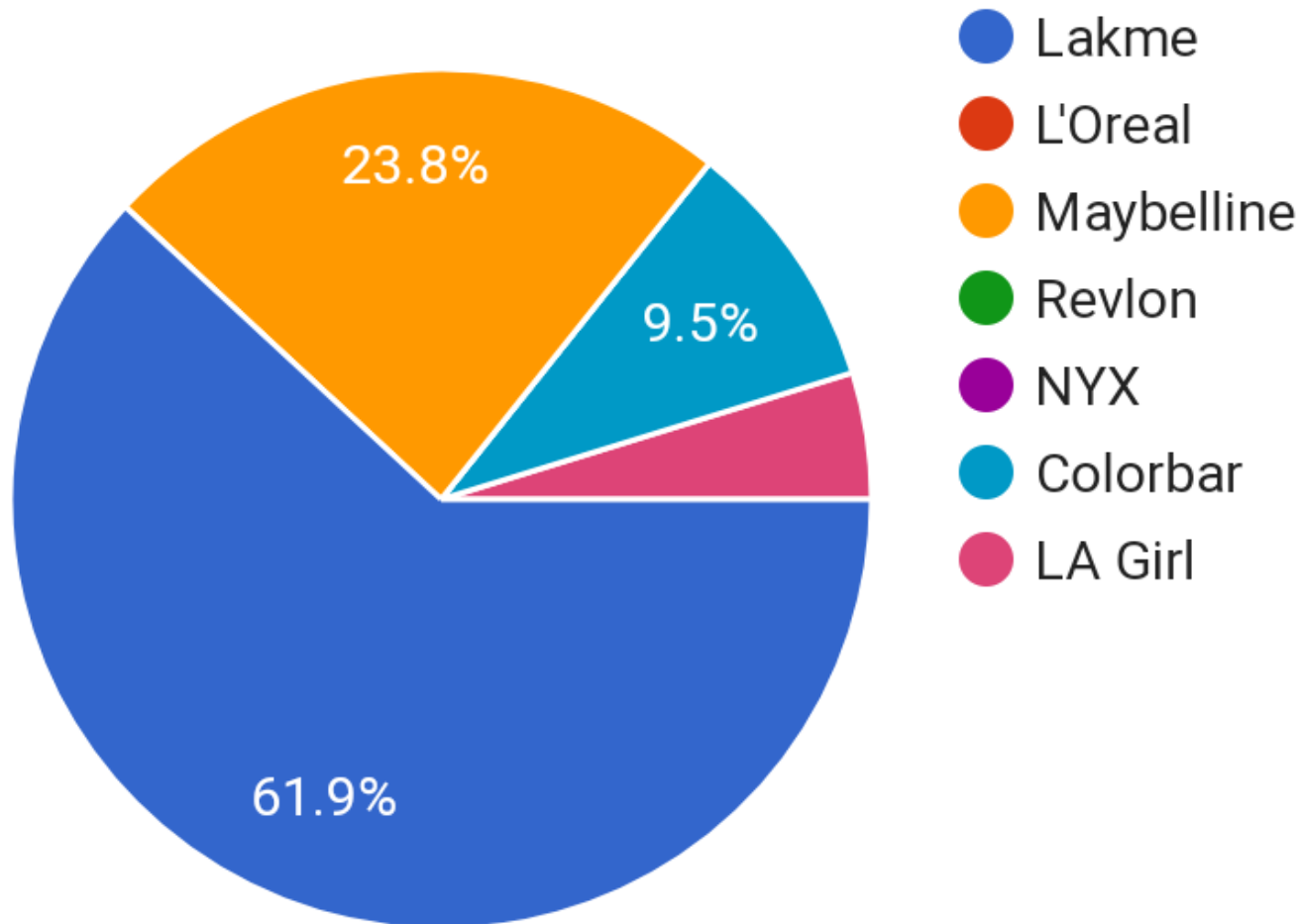


# ***COMPETITORS***

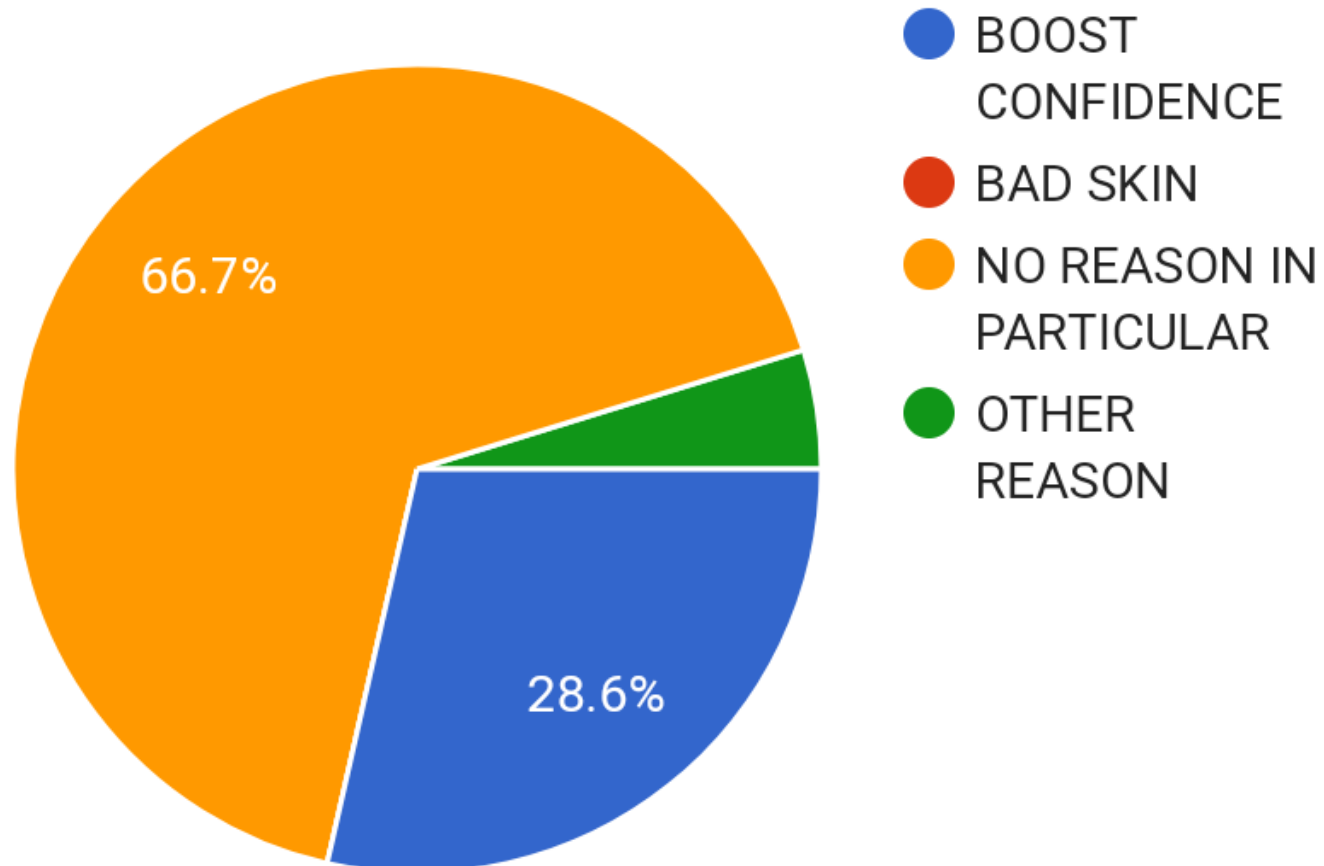
- L'Oreal
- Maybelline
- Revlon
- Avon
- NYX
- LA Girl

# CONSUMER BEHAVIOUR

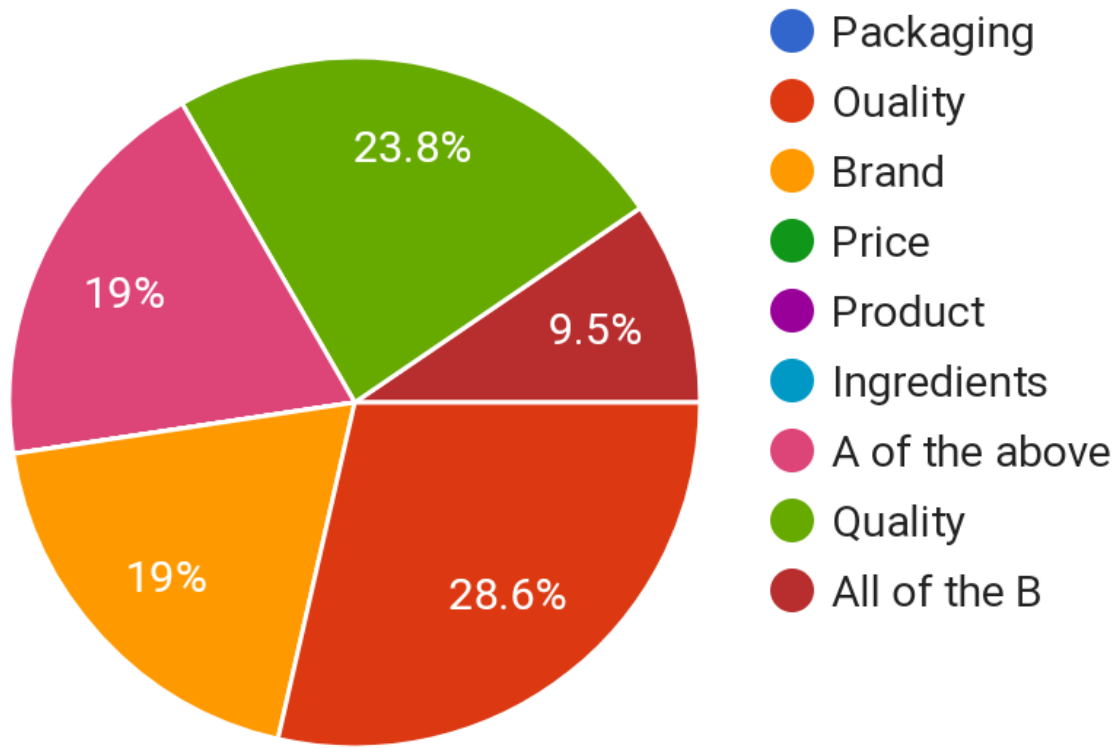
## Brand Preference



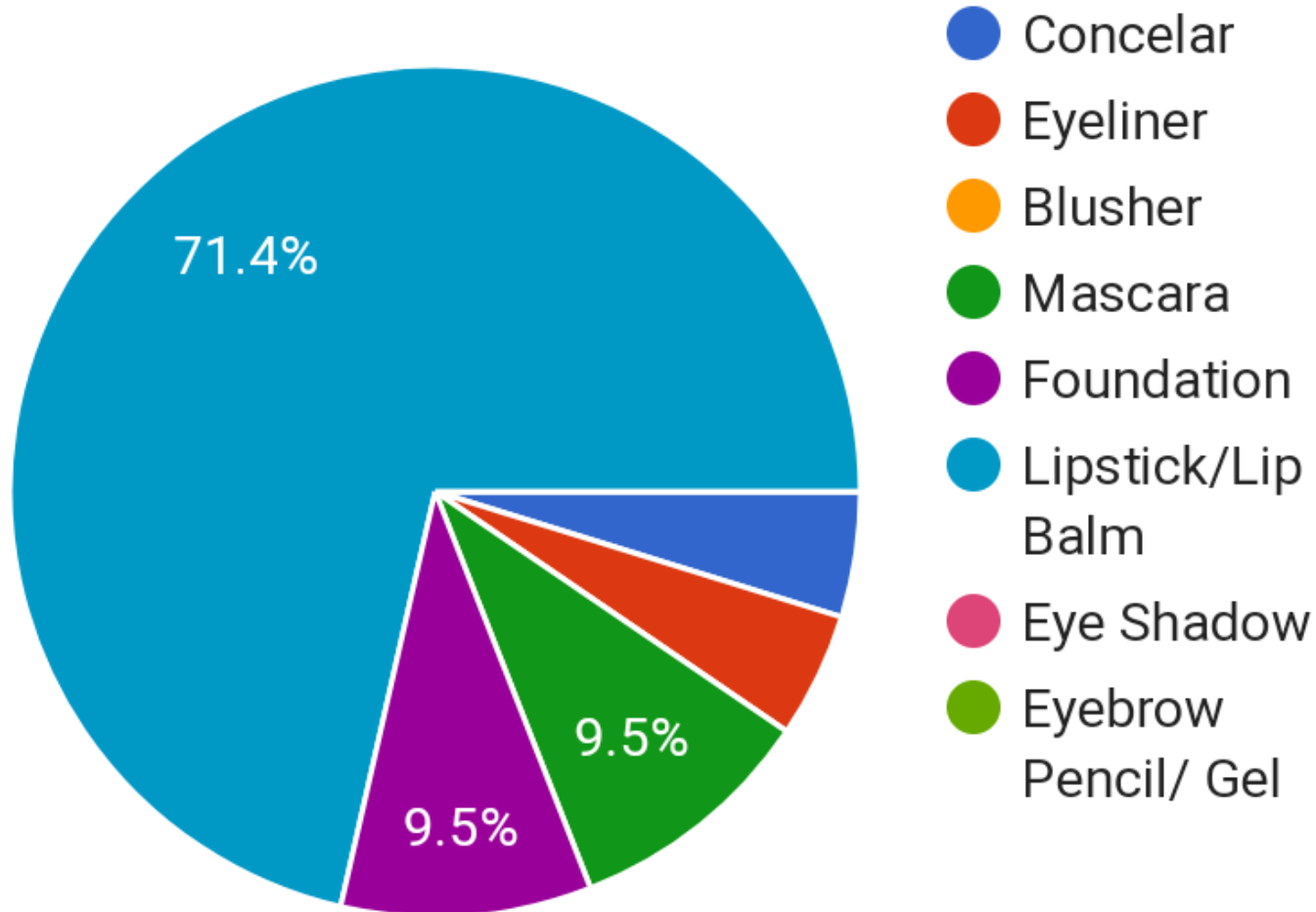
# Reasons For Wearing Makeup



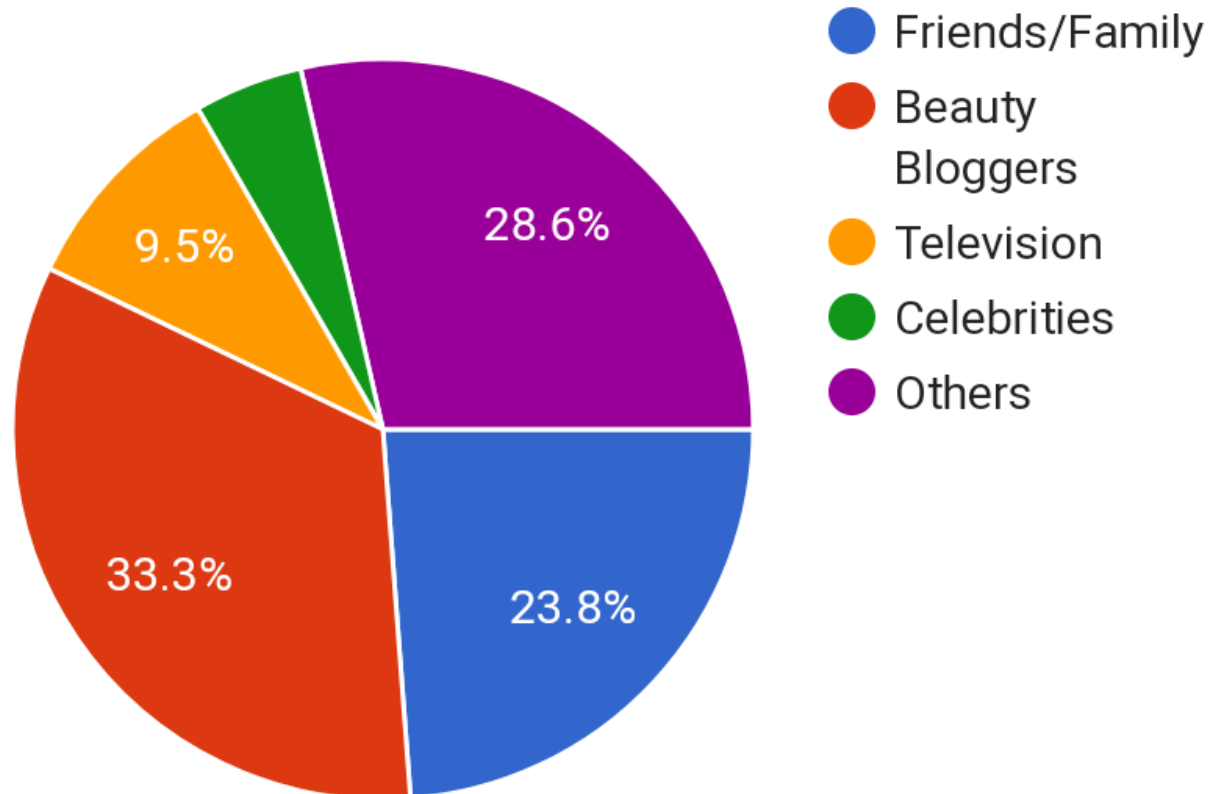
# Factors Influencing Cosmetic Buying



# Everyday Cosmetic Products Used



# What motivates you to buy a new makeup product?



# SWOT ANALYSIS

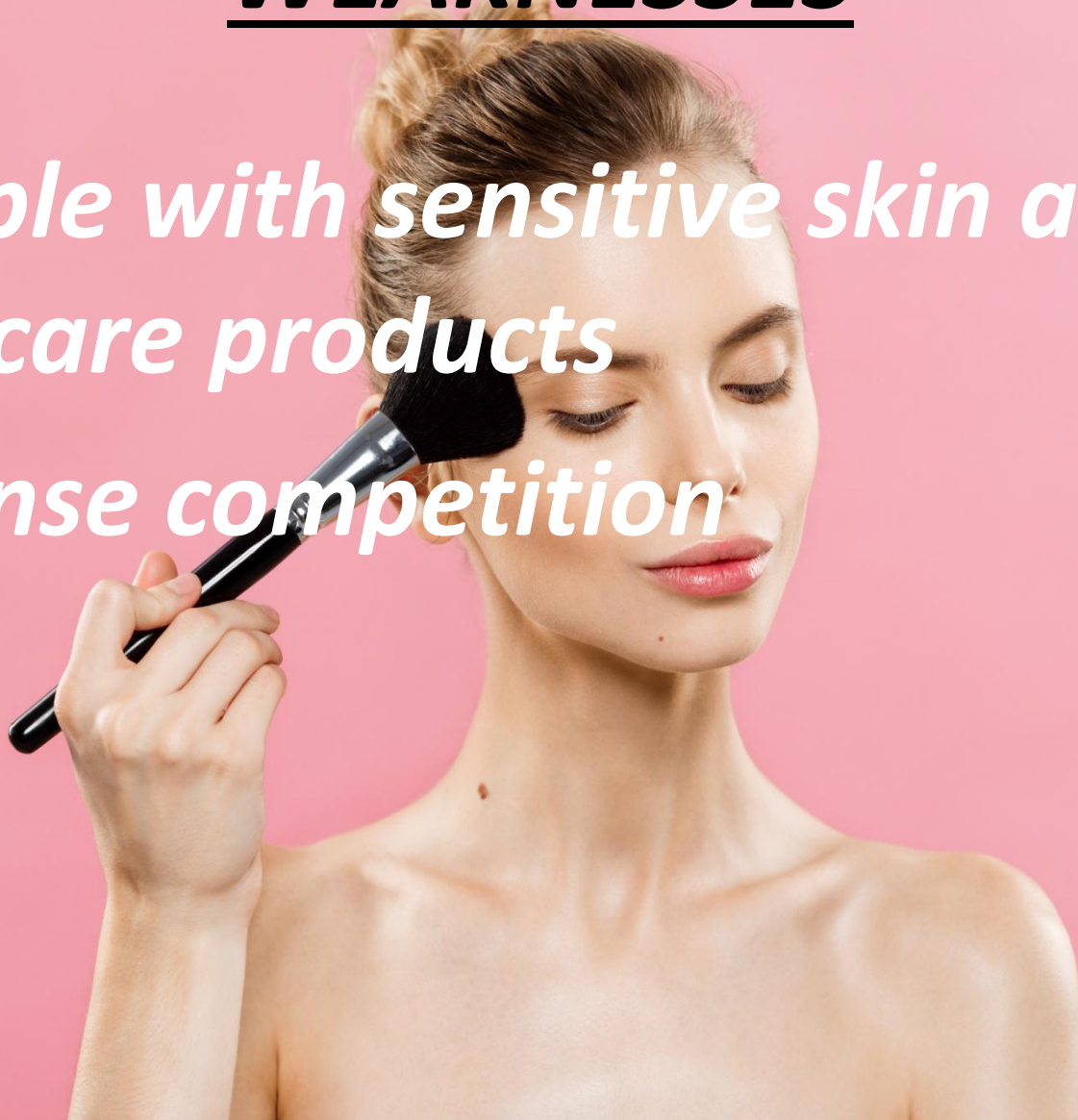
## STRENGTHS

- *High brand awareness*
- *Vast range of products and services offered*
- *Celebrity endorsement*
- *Lakme Beauty Salons all over India*



# **WEAKNESSES**

- *People with sensitive skin avoid skincare products*
- *Intense competition*







# *THREATS*

- Intense rivalry
- Counterfeit products
- Cheap local brands and imitations



# ***DISTRIBUTION CHANNELS***

- *Super market and stores*
- *Lakme saloons*
- *Exclusive Lakme stores in malls*



# CONCLUSION

- *Lakmé continuously innovates to offer a wide range of cosmetics.*
- *Lakmé also offers its consumers a comprehensive beauty experience.*

