BATH AND BODY WORKS

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WHERE IS BATH AND BODY WORKS GOING WRONG?

BRAND BACKGROUND

- Founded by Les Wexner in 1990, initially as a beauty line for his retail company, The Limited.
- Independent, publicly traded company
- 1,904 American stores, plus e-commerce and franchises.

Products:
Lotion, candles, soaps,hand sanitizers, body spray, and bath products with seasonal fragrances.

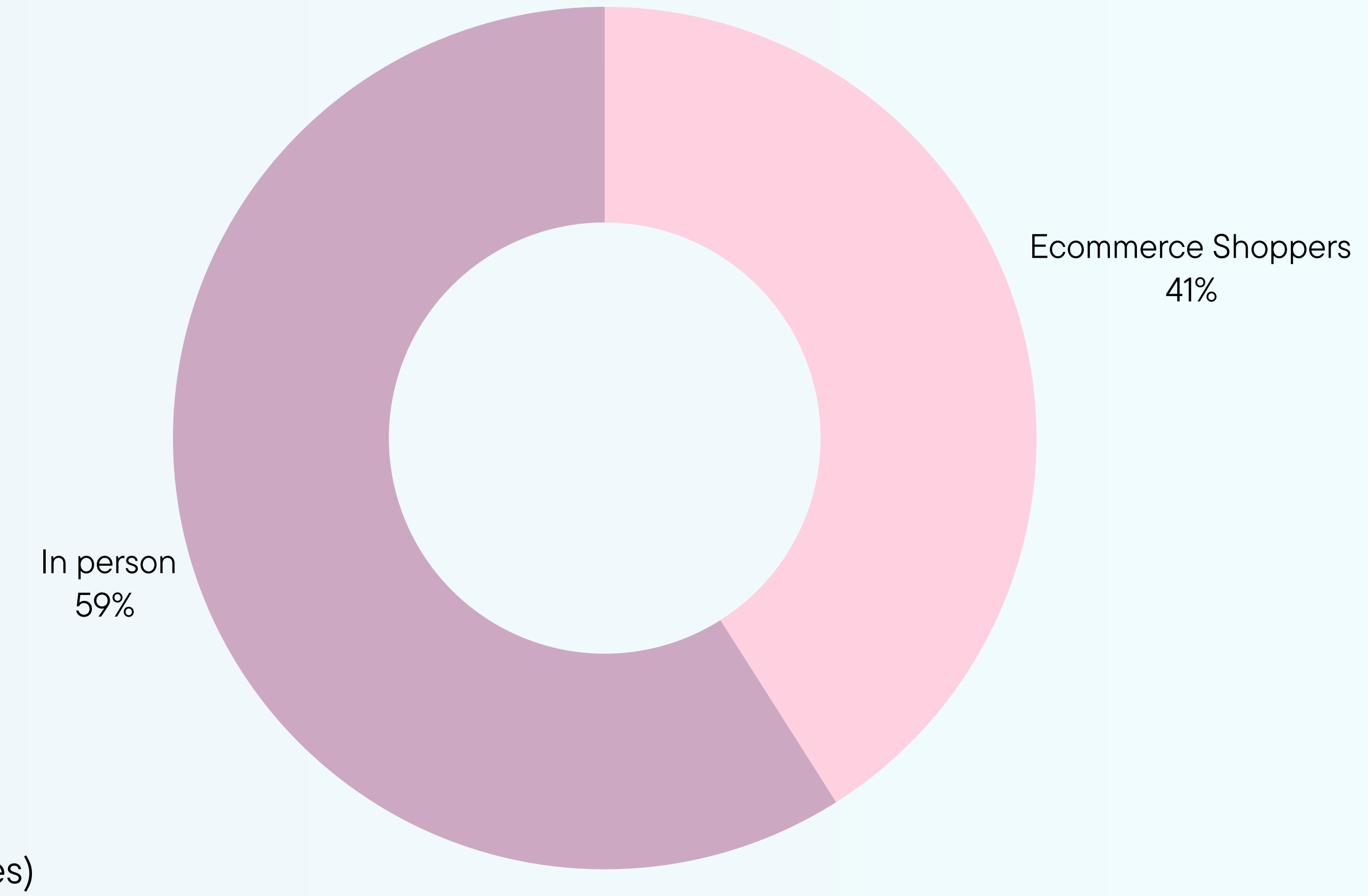
- Model: seasonal launches, promotions, loyalty program.
- Market: strong brand, affordable indulgence, loyal customer base.

INDUSTRY

How is the industry changing?

- Shifting Consumer Spending & Economic Pressure
- Digital & Omnichannel Shopping Increasing
- Increased competition

Industry moving to e-commerce



(Forbes)

What are the current trends in the industry?

NEXT

Social Media / Influencer Marketing

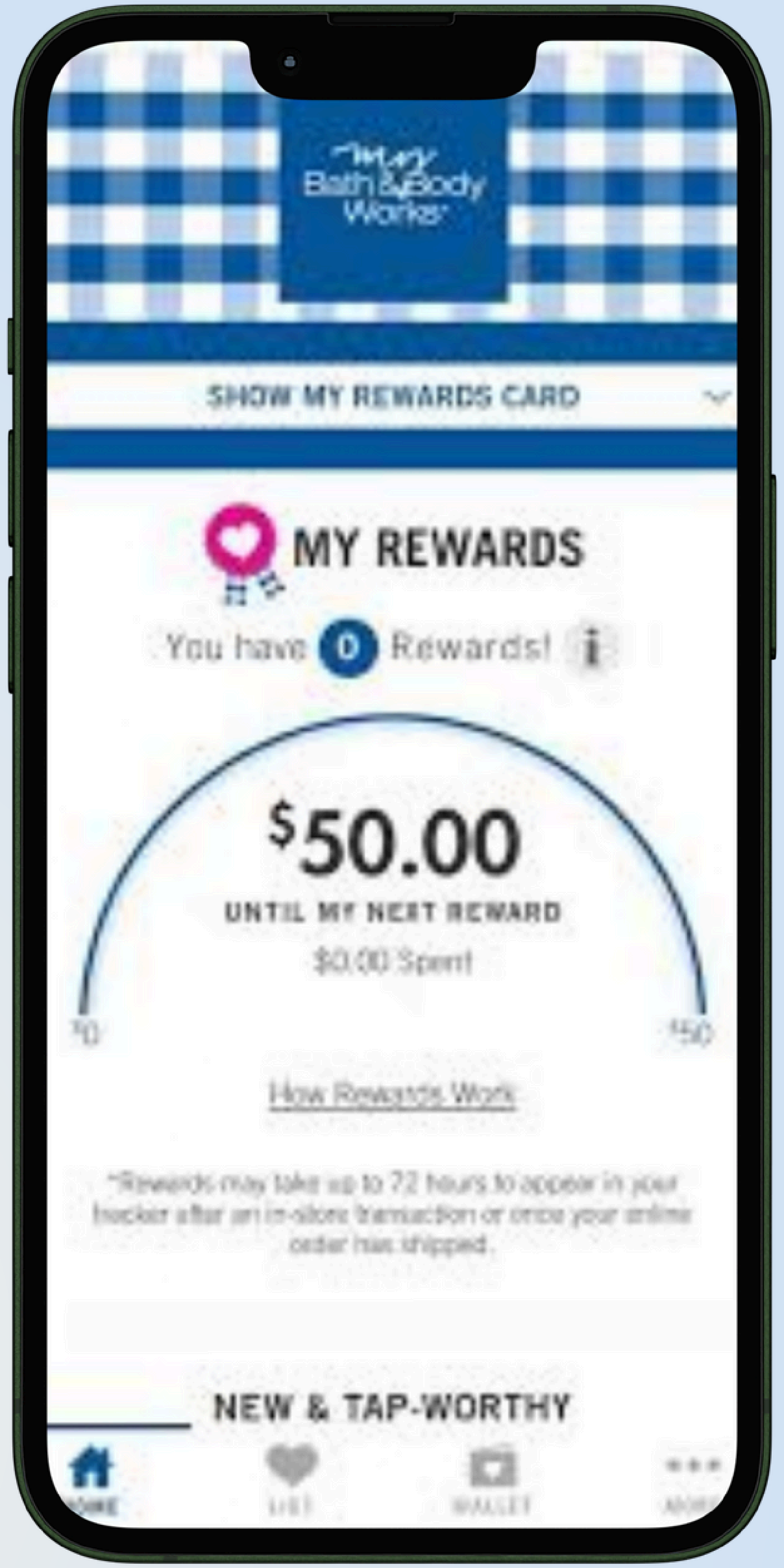
Sustainability and clean ingredients

Sleek Modernized branding

COMPETENCIES

What is Bath and Body Works competitive advantage?

- Strong Brand Recognition & Emotional Connection
- Powerful Loyalty Program
- Engaging In-Store Experience



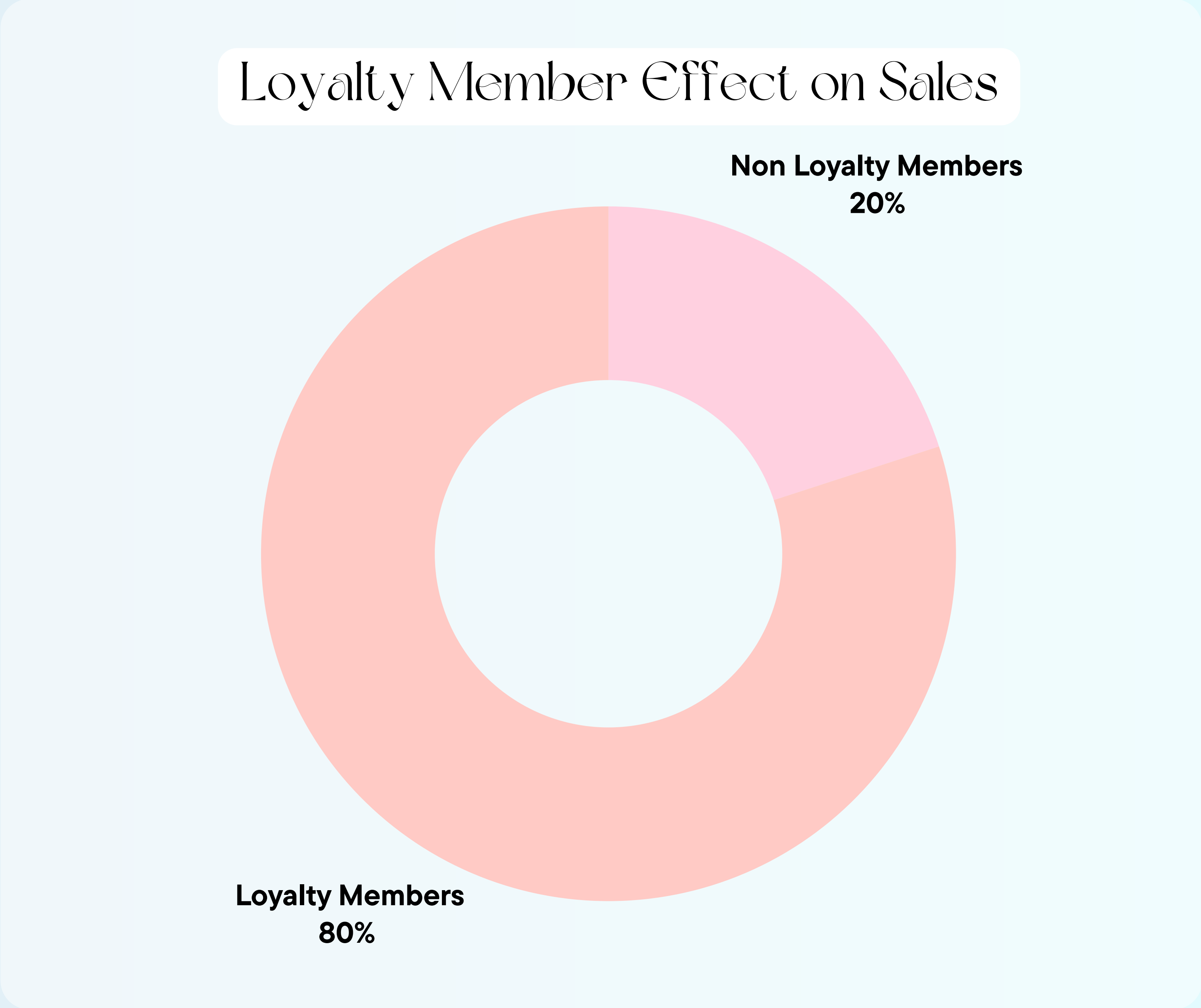
CONSUMERS

Core consumers:

- Women, 25 - 34, disposable middle income, in the US or Canada
- Holiday Shoppers

New consumers:

- Gen Z / Gen Alpha



HOW ARE COMPETITORS EVOLVING?

The Body Shop:
Sleek/minimalistic marketing design

Victoria's Secret:
Global awareness

Lush:
Actively pushing for sustainability and clean ingredients

BATH AND BODY WORKS SWOT ANALYSIS

Strengths

- Adaptability and consumer appeal (COVID)
- Loyal Customer Base
- Customer experience
- Diverse Product Portfolio

Weaknesses

- Brand has an over commercialized image/mall-based
- Weak digital presence
- Limited international reach
- Sustainability/environmental concerns

Opportunities

- Market for sustainable products is growing
- E-commerce expansion
- Technological improvements (AI)
- Brand collaborations

Threats

- Intense competition
- Fast changing trends
- Economic downturn (not a necessity product)
- Rising supply chain costs

OUR PROBLEM??

1. connecting with gen z/gen alpha
2. mall dependence
3. rising competition

THANK YOU FOR LISTENING!