

Lakme

Parent Company

HUL (Hindustan Unilever)

Category

Personal Care – Cosmetics

Sector

FMCG

Tagline/ Slogan

Lakme Reinvent; Beauty Sutra; Inspired haircare

USP

Lakme brings expert products and services that are borne out of true understanding of the needs of the

Lakme STP**Segment**

Women looking for personal care items – Cosmetics, Skin Care & hair styling products.

Target Group

All Indian Women from middle and upper class

Positioning

Lakme is a brand that takes care of women and their beauty needs

Lakme SWOT Analysis**Strengths**

- | | |
|--|--------------------------------------|
| 1. Lakme was the first major beauty brand in India with a | legacy of over 60 years |
| 2. Has a foot print of over 1200 assisted sales outlets, which is the | largest span of outlets with “Beauty |
| 3. Vast range of products and services | offered |
| 4. Has a strong market share across India | |
| 5. Lakme started its new business in the beauty industry by setting up | Lakme Beauty Salons all over India |
| 6. Lakmé brand boasts over 300 products, used in professional hair salons in | over 70 countries around the world |

- | | |
|----|--|
| 7. | Brand extension to beauty services through Lakme Beauty Salons |
|----|--|

Weaknesses

- | |
|--|
| 1. People with sensitive skin avoid skincare products |
| 2. Intense competition means limited market share growth for Lakme |

Opportunities

- | | |
|--|---|
| 1. Improving its bond with beauty and fashion is through | the Lakme Fashion Week, which is now the largest fashion event in India |
| 2. Lakme Beauty Training Academies can boost the brand's | presence |

- | | |
|--|--------------------|
| 3. Global reach by advertising and tieups can increase the | company's business |
|--|--------------------|

Threats

- | | |
|--|--|
| 1. International brands coming into the domestic cosmetics | market can be a threat to the market share |
| 2. Availability of cheap local brands and imitations | |

3. Global operations of Lakme can be affected by fluctuating market scenario

Competition**Competitors**

1. Avon

2. MAC Cosmetics

3. L'Oréal

4. Revlon

5. Lancôme

6. Estée Lauder

7. TRESemmé

8. Fiama Di Wills

9. Oriflame

10. Maybelline