

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 I
- 6. Lakmé brand boasts over 300 products, used in professional hair salons in over 70 countries around

7. Brand extension to beauty services through L

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 la
- 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