

Marketing Plan for The Body Shop-HUIZHI ZENG(1904106)

by Huizhi Zeng

Submission date: 06-Dec-2019 10:14PM (UTC+0000)

Submission ID: 115450624

File name: 17916_Huizhi_Zeng_Marketing_Plan_for_The_Body_Shop-HUIZHI_ZENG_1904106__218638_2065243890.docx (53.35K)

Word count: 3365

Character count: 18523

Marketing Management

Marketing Plan for The Body Shop

STUDENT NAME: HUIZHI ZENG

STUDENT NUMBER: 1904106

Situation Analysis

The Body Shop is headquartered in the UK and was founded in 1976 by human rights activist Anita Roddick. The company, which has approximately 3,000 stores (about two-thirds of them are franchisees) over 2,600 stores in over 69 countries worldwide as of 2018, is one of the most successful natural and ethical cosmetics companies (Natura & Co's annual report, 2018).

The company sells a range of bath and skincare, makeup, perfume and hair care products made from natural ingredients. The brand insists on the use of pure natural ingredients to make a variety of cosmetics and skin care products; and promises not to use animal testing. All products are supported in the form of simple packaging to support environmental protection and are committed to promoting the 3R principles: recycling, reuse, replenishment. In the context of sustainable development, consider the meaning of this principle, and adopt the unique discourse fields and practices of business and interpersonal ethics (Welcomme, 2000), hoping to use this as a basis to reconstruct the relationship between business and society and to make the companies "known" as trustworthy.

From logo design, product packaging, store decoration to all visual design, Green not only becomes the brand identity of The Body Shop, but also creates a unique brand identity for the company (Li, 2010).

In 2017, Natura & Co acquired the underperforming The Body Shop brand from L'Oreal Group. Then, Natura & Co's 2018 financial report shows that The annual sales of The Body Shop increased by 17.7% year-on-year to BRL 3.886 billion, sales in

EMEA (Europe, Middle East, Africa) and APAC (Asia Pacific) are particularly strong(Natura& Co's annual report,2018).Natura& Co's 2019 financial report shows that The Body Shop brand's net sales in the second quarter increased by 7.5% year-on-year. Except for the setback in the Hong Kong market, other regions achieved steady growth, especially in the UK market. In the second quarter of the UK market, driven by Easter. Net sales increased by 6.7% year-on-year. All of these factors indicate The Body Shop is showing signs of a marked recovery in the performance of Natura & Co, and it may become a huge boost in Natura 's goal of hitting the world 's number one beauty group.

In this marketing plan, a summary and introduction to the marketing plan is first outlined. Based on an analysis of the company's internal strengths and weaknesses, as well as external opportunities and threats, marketing goals were identified in the plan. Then, focusing on the target market for the young female group, the plan proposes market strategies that should be used to achieve this market goal. And put forward specific marketing strategies, combined with the plan, formulated a specific and quantifiable marketing plan implementation plan.

good introduction.

SWOT Analysis

Griffin (2004) says that the strengths of an organization are the advantages or skills that enable the company to carry out its own strategies. A SWOT analysis revealed that The Body Shop has several strengths. Firstly, the products sold by The Body Shop are made with natural ingredients and are safe for all skin types. Even their packaging is made from biodegradable materials, which makes the brand a very green

and sustainable brand (Wycheley,1999). From using renewable and biodegradable packaging materials to sourcing from non-fossil fuel-derived materials, The Body Shop has been true to its new CSR approach Enrich not Exploit (Ting,2010). According to Harding and Long (1998), the strengths of a firm comprise any positive attribution especially internal attributes, such as cash flow, branding and others. The Body Shop's unique positioning in creating green and natural brands is its greatest advantage. Secondly, The Body Shop is not only creating products, but also focusing on women's skin or personal care issues. The R & D department and sales department are committed to solving specific skin problems, which helps them better connect with customers.

The weaknesses of a firm are the skills that make the firm fail to carry out and choose its own strategies to fulfill the mission (Griffin,2004). The SWOT analysis also revealed that The Body Shop has several weaknesses. The first is that the pricing is not reasonable. The founder of the brand, Anita Roddick, believes that customers are willing to pay higher prices for products with natural ingredients, only in the early stages of business development. However, with the intensification of competition, the brand has been positioned at high prices, which has caused The Body Shop to lose to some of the cheaper brand competitors, and its sales have also been greatly reduced. Second, the focus of brand promotion is not clear. The Body Shop's excessive focus on the environment, animal protection and human rights has distracted the company's focus on research and development of cosmetics, and even some customers are confused as to whether the company is engaged in cosmetics business or advocating a

green lifestyle (Mardani,2019).

Through internal analysis, it can be found that although The Body Shop has a unique positioning and established a good customer relationship, the company's product pricing and product promotion should be improved.

The company may also enter to enter larger regional trading groups, learn from market-leading customers and competitors, or attack a competitors' key markets(Johansson,2003).The overseas market, especially the Chinese market, has great potential. Besides, it will usher in new market opportunities After the acquisition of Nature.

According to analyst forecasts, although the cosmetics industry has been increasing sales in recent years, the cosmetics industry seems to lack innovative ideas(Purkayastha,2007).Therefore, whether it is a manufacturer or a seller, when consumers' preferences begin to change and the demand for product quality begins to increase, they are facing a crisis of failing to meet market demand(cryptonym, 2010). The Body Shop was a successful brand in the nineties. But as time progressed, competitors like Boots also has a focus on environmental protection and the use of natural ingredients in their products. The main competitors of The Body Shop are Lush, Neal's Yard, L'Occitane, Innisfree. Once The Body Shop is unable to launch new products or impress customers, it will lead to a decline in profits under fierce competition.

Therefore, from an external analysis, The Body Shop has many brand competitors such as Lush, L'Occitane, Innisfree, etc. These brands have similar product

Although thorough, you might have summarised key points from marketing audit previously conducted to focus more on the details of the marketing plan.

ingredients to The Body Shop, and many customers will turn to these brand products (Banerjee, 2017). But several opportunities exist in the Cosmetics market. Natural, organic, and ethical cosmetics are increasingly important to consumers. Opening up the Chinese market can be a huge opportunity for The Body Shop which is already focus on the use and extraction of natural ingredients in their products.

Marketing Objectives

A large part of the huge losses suffered by financial markets in late 2008 and early 2009 have recovered. After the financial crisis, developing countries have once again attracted the interest of international investors (The World Bank, 2010). According to the report "2010 Blue Book of Chinese Cosmetics Industry Development Trend ", China's cosmetics sales in 2009 exceeded 140 billion yuan, becoming the world's third largest cosmetics sales after the United States and Japan. It can be seen that the Chinese cosmetics market is the market with the highest profit potential(Wen, 2011) . At present, the situation of The Body Shop in the Chinese market is that the company opened a branded retail store in Hong Kong in 1984. Until The Body Shop was acquired by Natura & Co, the management of the group specifically mentioned that "The Body Shop, Aēsop and Natura Brasil all have huge expansion potential in the Chinese mainland market. The Body Shop have the potential to cover 150 cities and regions. There are now close to 100 retail stores around the world, and 42 of the remaining 50 cities will be in mainland China. " (Butler ,2019). Due to opposition to animal testing and other reasons, the company has been slow to expand in mainland China (Chun, 2016).

✓
Do you need such a
detailed background
analysis?

do you
need all
of this?

So what are the marketing
objectives? Be more
concise.

Marketing Objectives of The Body Shop are

- Open a retail store in Shanghai, China by March 2020.
- Expand the customer base by adding 10,000 new Chinese customers per month
- Increase average order value to £50 per customer
- Achieve 10% online revenue contribution in china within 2 years

for how long?

Marketing Strategy

Target Customer

The Body Shop has targeted women from cosmopolitan cities and urban class who are health and beauty conscious and belongs to medium income group (Chun, 2016).

Under demographic segmentation, The Body Shop has targeted mostly women. The market has been segmented according to the different occupation like the teens, working adults, and housewives, who are between ages 15-60 years old (Kent,2007).

Looking at the price range of the products, the high or middle-high income buy the brand's products.

Shanghai is an international metropolis and is China's economic center. The overall employment situation of women in Shanghai is stable, and the proportion of urban female employees has remained at about 40% (Stockman, 2016). The latest regional data shows that the overall urban female employment rate in Shanghai in 2017 was 40.3%. The Body Shop should target the Shanghai market in China, especially for women who want to look attractive in the workplace.

Positioning Model

People want to maintain a healthy lifestyle, so they want to use organic products on

their skin. The Body Shop's strategic positioning is to meet these requirements. They use the natural and organic ingredients (such as seaweed, sugar cane, aloe, honey, tea tree, etc.) to meet customers' needs for a healthy lifestyle. The brand raised environmental concerns and launched a campaign against animal testing of the product. It is a very unique positioning strategy (Rippin, 2013).

The claim in the marketing plan is that The Body Shop should be considered a representative of a healthy lifestyle. Behind the product brand needs compelling, natural and ethical information. When customers choose a product brand, consumers are more likely to buy products that take environmental and social issues seriously.

This is how The Body Shop stands out from other brands of beauty products.

Figure 1: Buyer Journey Map

BUYER JOURNEY MAP 1			
STEP	TRIGGER	REVIEW	PURCHASE DECISION
GOAL	Make people notice the brand and make an impression	Let customers know more about The Body Shop	Make customers realize that The Body Shop is the most suitable brand for them

TOUCHPOINTS	·Post image ads on social media like instagram	·Opening retail stores on high-traffic streets	·Send product samples to potential customers
	·play small videos on Youtube	·Provide detailed consulting services on the website	·Case studies for different skin types
BUYER JOURNEY MAP 2			
STEP	ENGAGEMENT	RELATIONSHIP MANAGEMENT	RENEWAL
GOAL	Enable a seamless onboarding process	Ensure a good shopping experience for customers	Maintain customer freshness and brand loyalty



TOUCHPOINTS	·After registering for membership, enjoy The Body Shop store points to deduct cash ·Customers who shop online and give feedback, choose "lucky dog" and give away a gift box	·Invite customers to visit product production R & D center ·Registered users can get the birthday sachet pendant on The Body Shop on their birthday	·Focus on the needs of urban women and carry out research and development of new products. For example, anti-hair loss products ·Invite customers to brand conferences and share their feelings about using the product on social media

Source: Authors own

Marketing Tactics

Marketing mix of The Body Shop

·**product.** The Body Shop needs to provide high-quality skincare products for young working women in big cities. Even those women who want to prevent their skin from getting dry in an air-conditioned room. Provides women with a range of products that keeps skin firm and resilient, preventing fine lines on the face.

·**Price.** The price of the product firstly is positioned in a medium place (Chairunnisa,2019). Considering that China has abundant material resources and average wages are lower than most developed countries, and these factors can save a

Perhaps if this was a table instead of being divided up it would be clearer - a good attempt though at considering the customer journey.

lot of money for the company. In this case, as the cost is lower, this provides the company with a condition to lower prices, which will expand sales and increase profits. Finally, it helps companies increase the attractiveness of their products in the market. Therefore, in The Body Shop retail store in China, the product should be priced at 450 to 1100 RMB (about 50 to 100 pounds) and carry out online discounts.

• **Place.** Selling cosmetics in supermarkets or shopping malls is the channel of choice for most cosmetics companies in China. However, the younger generation may prefer to buy products online and send them to their homes through border express services(Wen,2011). The Body Shop always insists on selling from its own stores rather than finding other agents(Kent,2007). Therefore, the chain store in the bustling areas of Shanghai, such as the Bund and Jinmao Building may be a good choice. In addition, the company can open a new internet selling system in China, for example, Taobao, owned by Alibaba. Because for the customers targeted in the marketing plan, young working women, may prefer to buy the product in chain stores. ✓

• **Promotion.** I think the promotion of The Body Shop should focus on the product itself, and its products and activities can be promoted through a lot of video, social media and in-store content. Speed up testing of media channels such as Instagram, Pinterest and Snapchat as this will increase media exposure of the product. Develop further

• **People.** The Body Shop company must have sufficient talent reserves. If you want to explore the Chinese market, it is especially important to cultivate multinational talents. And Skin care training for employees in retail stores to help customers in need. Develop further

• **Processes.** the company should increase the number of online customer service

These need more
de pen!

personnel to improve online sales services. - develop further

·**Physical evidence.** The Body Shop, as a unique natural formula product, has a unique product formula. I think the company can make natural spice taste of the product into a portable sachet pendant and give it to customers during the event to increase customer favorability of the company's products. ✓

Action and Control

Figure 2: Marketing plan

Marketing Activity plan 2020		
2020	Description	Resources Required
January	·The Body Shop online and offline talent recruitment conference ·Promote the opening of new retail stores through outdoor advertising, email, and social media (such as Weibo, Facebook)	·Member of the Advertising Department (5 people) ·Print advertising funds
February	·Select the store location (choose the first mainland China retail store in the bustling area of Shanghai) ·Training new employees (skin care expertise, customer communication)	·Managers dispatched from UK headquarters ·Professional guided courses
March	·Retail store opening celebration, 10% off for first time buying products at retail stores ·Post an update on Twitter about the opening of a new retail store ·Encourage customers to register as members, and to register personal information in order to maintain contact	·Advertising costs and retail shop rent ·Establish a network electronic resource library for customers
April	·The first 5000 users registered on the website or offline retail stores every month have the opportunity to get product samples and a free skin care service ·Registered customers are invited to visit The	·Professional skin care staff(3 people) ·Expenses for customers to
May		
June		

	Body Shop production R & D center (Three days) and allow customers to post their feelings on social media (such as Weibo, Facebook, Twitter, etc.)	stay and eat near R & D centers
July	·Promote Valentine's Day gift box pre-sale on The Body Shop website	·Advertising costs
August	·On August 25th, the Qixi Festival (Chinese Valentine's Day), a customized skincare gift box will be launched. Customers can request to engrave the words on the bottle	·Techniques for engraving words in products
September	·Launched the "Find The Body Shop Brand Spokesperson" campaign to film commercials for ordinary urban women using The Body Shop products ·Collect the needs of urban women for the efficacy of skin care products and feedback to the product development department	·Outdoor advertising promotion costs ·Pay for advertising planning and filming companies
October	·Make natural spice taste of the product into a portable sachet pendant and give it to customers during the event	·Expenditure on design and production of scented pendants
November	·November 11 is a big shopping promotion carnival in China (similar to Black Friday), The Body Shop can carry out large-scale online discount promotions	·Spending on websites and social platforms
December	·Maintain and update user database for one year ·Invited "lucky users of the year" to participate in the annual new product launch, live broadcast of new product launches online on Weibo ·Launch a new year event, preparing Christmas and New Year Gift Box for customer products	·Expenses for the organization of the conference (100 people), venue (large hotel conference room), meal order (dinner) ·Gift box design and production

Good attempt - you could have aligned the activities with specific objectives for greater clarity.

	expenditure
--	-------------

Source: Authors own

The Body Shop marketing team must track multiple metrics to ensure that each marketing strategy produces the desired results. The following are planned to be tracked in 2020:

- Customer traffic at online retail stores – how?
- Total retail sales monthly
- Online store page views (weekly / monthly)
- Sales amount of monthly online orders
- Click-through-rate on online advertisements
- Number of reposts of advertising on Weibo
- Number of “likes” on complex Facebook page
- Search engine rankings for keywords

You need some kind
of concluding sentence.



References

Literature

- Banerjee, B. (2017). Corporate environmentalism and the greening of strategic marketing: Implications for marketing theory and practice. *In Greener Marketing* (pp. 16-40). Routledge.
- Chairunnisa, S. S., Fahmi, I., and Jahroh, S. (2019). How Important Is Green Marketing Mix For Consumer? Lesson From The Body Shop. *Jurnal Manajemen*, 23(2), 321-337.
- Chernev, A. (2018). *Strategic marketing management*. Cerebellum Press.
- Chun, R. (2016). What holds ethical consumers to a cosmetics brand: The Body Shop case. *Business & Society*, 55(4), pp. 528-549.
- Fahy, J., and Jobber, D. (2015). *Foundations of marketing*. McGraw-Hill Education.
- Griffin(2004),Management, Boston: Houghton Mifflin co,2004, Chapter5,p142
- Genoud, C. (2017). Conference Paper No. 6.
- Harding, S., and Long, T. (1998). *Proven management models*. Gower Publishing, Ltd..
- Johansson, J. K. (2003). *Global marketing*. McGraw Hill.
- Kent, T., and Stone, D. (2007). The Body Shop and the role of design in retail branding. *International Journal of Retail & Distribution Management*, 35(7), pp.531-543.
- Li, S. and Tang, Z. (2010). Understanding Green Marketing with Marketing Mix: a case study on The Body Shop.

- Mardani, P. B., Ayuningtyas, F., & Putri, J. N. (2019). Creative Strategies to Drive Brand Awareness (Case of "Forever Against Animal Testing Campaign" The Body Shop Indonesia). *International Journal of Multicultural and Multireligious Understanding*, 6(10), 1-11.
- Pauziah, P., & Mulyana, M. (2018). Formulation of The Green Marketing Development Strategy for The Body Shop Botani Square Bogor. In *THE INTERNATIONAL CONFERENCE ON ACCOUNTING AND MANAGEMENT SCIENCE* (p. 171).
- Purkayastha, D., & Fernando, R. (2007). The Body Shop: Social responsibility or sustained greenwashing. *OIKOS sustainability case collection*. St. Gallen: Oikos Foundation.
- Rippin, A. (2013). Putting The Body Shop in its place: A studio-based investigation into the new sites and sights of organization as experience. *Organization Studies*, 34(10), pp.1551-1562.
- Stockman, N., Bonney, N., and Sheng, X. (2016). *Women's Work in East and West: The Dual Burden of Employment and Family Life: The Dual Burden of Employment and Family Life*. Routledge.
- Ting, L., Yanfeng, L., and Qiongwei, Y. (2010). The green supply chain-the case of The Body Shop. In *2010 International Conference on Logistics Systems and Intelligent Management (ICLSIM)* (Vol. 3, pp. 1458-1461). IEEE.
- Welcomer, S. A., Gioia, D. A., and Kilduff, M. (2000). Resisting the discourse of modernity: Rationality versus emotion in hazardous waste siting. *Human*

Relations, 53(9), 1175-120

Wen, Y., and Zhang, L. (2011). Market Feasibility Research in China And Strategy Design: *The Case of THE BODY SHOP*.

Wycherley, I. (1999). Greening supply chains: the case of The Body Shop International. *Business Strategy and the Environment*, 8(2), pp.120-127.

Electronic Sources of Information

Natura & Co official website(2019) *Investor Relations*[online] Available at:<https://natu.infoinvest.com.br/?language=enu>

L'Oreal official website(2019), *Retail sales by geographic zone*[online] Available at: <https://www.loreal.com/>

Baidu Data Category website(2019), *Annual report of Natura in 2018* [online]Available at:https://js.rede.natura.net/html/home/2019/agosto/natura_annual_report_2018.pdf

Butler, S. "L'Oréal to sell Body Shop to Brazil's Natura in €1bn deal". *The Guardian*. Guardian Media Group. Retrieved 30 June 2019. [online]Available at: <https://www.theguardian.com/business/2017/jun/09/loreal-body-shop-natura-acquisition>

Cahalane, C. "Interview: Anita Roddick, Body Shop founder". *The Guardian*. Guardian Media Group. Retrieved 30 June 2019. [online]Available at: <https://www.theguardian.com/business/2006/nov/03/ethicalliving.environment>

STUDENT FEEDBACK FORM : REPORT (75%)

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	20	
You have provided evidence of engagement with a wide variety of sources appropriately referenced. You need to ensure your bibliography is presented consistently.		13 14/20
2. Knowledge and Understanding Skills	20	
You have demonstrated a good level of knowledge + understanding of the marketing planning process in addressing the assignment brief. As a result you have used a suitable marketing plan framework upon which to structure your proposed plan which has clearly been well thought through.		14 14/20

Shows a good/very good understanding of strategic and marketing concepts, as well as focus on the project brief.

3. Cognitive and Intellectual Skills	20	
In so doing you have provided evidence of analysis + critical evaluation together with an ability to put forward sound judgements based on valid data/information. Good application and interpretation of marketing and strategic tools and frameworks. Some elements could be further developed e.g. 7 P's.		13 14/20
4. Practical Application Skills	20	
Good application of a range of techniques + relevant concepts with consideration of the context of the application. See comments above.		13 13/20
5. Presentation- professional skills	20	
Effectively + confidently communicated in a suitable format demonstrating professional employment skills which will be useful in future employment. Well presented and readable, although it stops rather abruptly. Quite a few spelling errors.		14 14/20 = 67%

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		

Finally a good marketing plan ~~that with~~ It does not quite reach the distinction but shows good understanding and evaluation skills.

68%

68/20