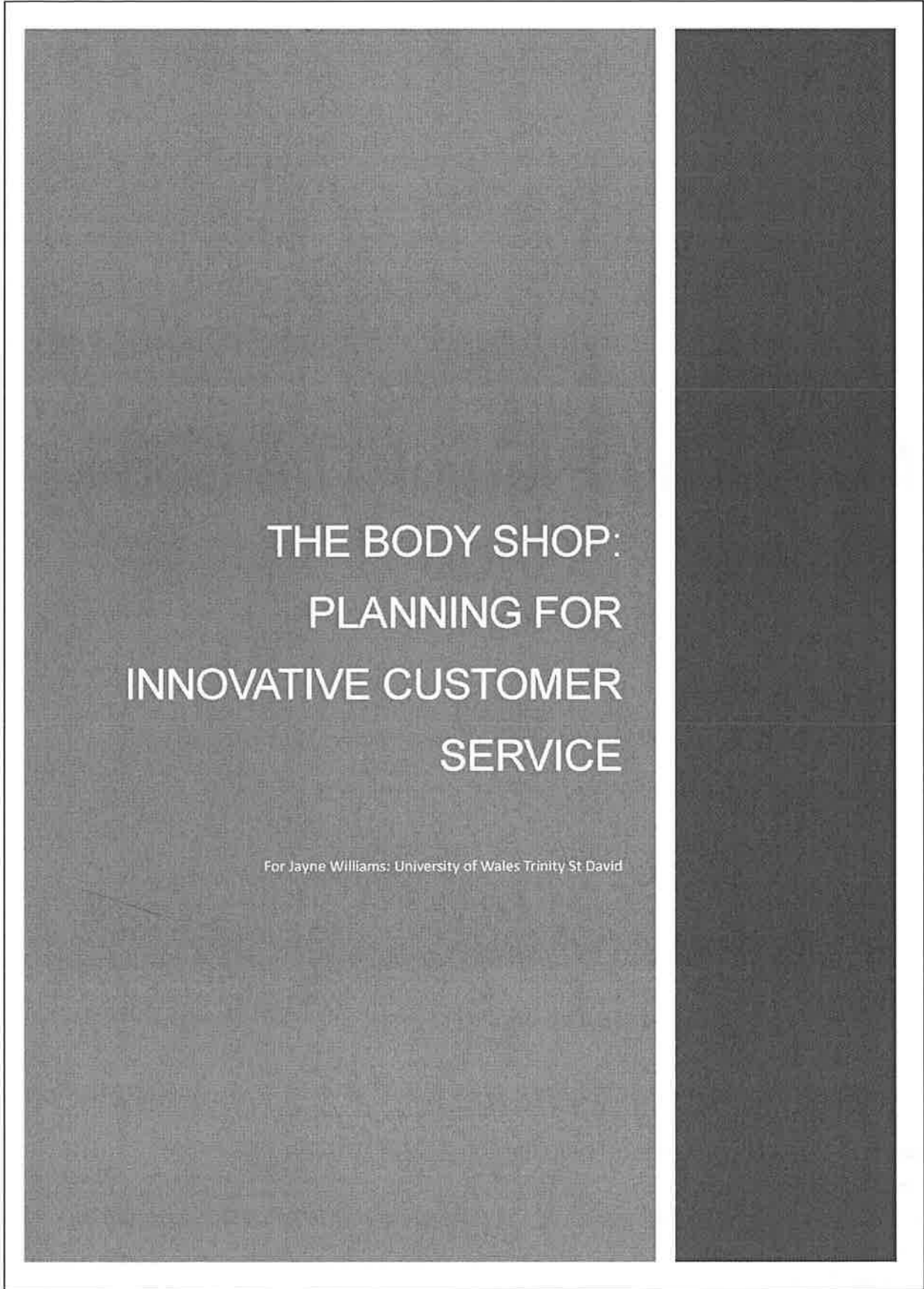




THE BODY SHOP: PLANNING FOR INNOVATIVE CUSTOMER SERVICE

For Jayne Williams: University of Wales Trinity St David

Marketing Plan of The Body Shop

by Mengyao Ke

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UNIVERSITY OF WALES TRINITY ST DAVID

SWANSEA

MBA

MARKETING MANAGEMENT ASSIGNMENT 2019

for JAYNE WILLIAMS

THE BODY SHOP

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It has been universally acknowledged that 'E-Commerce, products, and customer service, all have a powerful impact on customer behavioral whether to purchase next time. Here science and technology also make a difference as moderating factors' (Boyer: 2005). Organizations have to constantly create ways to attract customers to purchase again, which is cultivating customer loyalty. The report has been tasked to critically appraise how The Body Shop creates opportunities to improve its market awareness through a better understanding of the constantly changing customer demands and to formulate new innovative service proposals to expand the whole customer journey.



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Marketing plan format

1: EXECUTIVE SUMMARY

Not necessary

What has been discussed in the presentation on 7 November 2019 has revealed the target customer, marketing communication and the external and internal factors that affects the status quo of The Body Shop. Some recommendations are as follows.

From the presentation:

- Broaden the target consumer group and refine the specific classification (EG: children and the pregnant)
- Design products that are suitable for different groups, and combine multiple products to different gift sets
- Provide innovative service in physical store (EG: free hand care service, free trial products)

From the report:

- take the road of sustainable development and take actions to reduce the damage to environment in producing and selling process (Rob Geraerdt. 2012)

- A series of tactical activities that establish the brand's distinctive green image ✓

2: INTRODUCTION

The Body Shop is mainly retailing high-quality skincare and bodycare goods. The founder, Anita Roddick, established it in the UK in 1976 with the technical support of UK kifus cosmetics co., ltd. in 2007. The organisation has a large scale that it owns more than 2200 shops in about 60 countries. And they all hold the value that resist animal testing, insist fair trade and produce natural healthy products etc¹.

Marketing plan

This report is aimed at analysing the marketing strategies of raising the brand awareness and assessed their effects. At the same time, recommendations will be made to help the organisation with achieving these objectives.

Within the extent of the given presentation and this report, marketing framework and theory will be applied to the organisation status.

¹ Quoted from the website. Available at <https://baike.sogou.com/v461956.htm?fromTitle=the+body+shop>

Use Harvard
Referencing!

3: MAIN RESEARCH AND ANALYSIS

The report focuses on the result of the given research for the presentation (Wenrui Li, Jing Huang, Huizhi Zeng, Mengyao Ke, 2019), which implicates channels of applying marketing strategies and deepening brand values. It will helpful to understand its customer journey of The Body Shop.

3.1: INFORMATION FROM PRESENTATION

What has analysed before are marketing mix, target customer to illustrate the current customer needs, the challenge (its controversial acquisition by L' Oreal in 2006); the SWOT and sector external environment to improve its market awareness; internal environment (Fahy, J., and Jobber, D., 2015); the unique ethical comments and touch points; conclusions and recommendations.

Marketing mix (4Ps)

Products: skincare and bodycare products

Places: quantity of retail stores, franchise in malls and a software "The Body Shop at home". Besides, green logistics and packing box with the guidance of green supply chain

Price: Mainly 10-50 pounds (medium level in cosmetic market)

Is this still relevant 15 years later?

Accuracy of referencing!

Promotion: Black Friday offers, 3 for 2 usually, 5 pounds off for next purchase.

Our philosophy: from nature, let our skin contact with nature.

Target Market (derived from the ethical values of the brand)

Product Positioning: college students, Working Class (Age 18-50)

Different types of products designed for different skin complexion. Such as the seaweed sets are suited for mixed and oil skin tone, the mar Women Luxury set is for a mature skin type of those women over 35 years old² ?

The main conclusion shows that the sales fell because of the challenge of website overhaul and CRM as beauty brand prepares 2012 relaunch. Therefore, an increased competition on beauty brands like The Body Shop to promote sales. However, this cosmetics retailer failed to boost sales and profits in 2006, which 'resulted that it was acquired by L' Oreal with a dealing at 652 million pounds (SHEARMAN, S., 2011). In the same year, the organisation reaffirm its brand ethical values. And it's also an announcement of its fresh global positioning.

² Quoted from the official website: <https://www.thebodyshop.com/en-gb/help/>

The Body shop has its own matured industry chain. And that's vital for its brand image - natural, organic, and ethical cosmetics. However, the acquisition of L'Oreal had some side effect of it. With the intensely competition of many environment friendly and natural brands, the organisation has to seek for channels to create its global repositioning and deepen the brand image (Li Ting et al 2010). Also it can largely benefit its advertisement of new products. Last but not the least, the refusal to animal experiments does not comply with the policies of certain countries and regions.

3.2: HOW CAN THE BODY SHOP CREATE AN INNOVATIVE MARKETING STRATEGY?

The organisation gains advantages and distinguish itself from many other cosmetic brands through these these factors:

- Its unique five core values
- the outstanding marketing strategy

And here some relevant detail will be provided.

Ethical values of an organisation are always derived from its virtue inside (Solomon, 1992). To gain social recognition and respect, one must satisfy the virtue formed by the current society. Social morality is mainly characterized by

kind, environmental, legitimate, optimistic, fair and other relatively positive aspects, which composed the spiritual nature of people (Whetstone, 2001). Consequently, that's a touch point between a brand and its target consumers, where should attach great importance and the advertising orientation. Organisation are willing to create some certain core value characters that could ingratiate the social morality and most of their stakeholders. The realization of organisation value cannot be separated from the scope of moral restriction. It is a progressive relationship. Morality is the foundation and life value is the top level (Qilin Li, 2019).

not relevant
directly

The Body Shop has left customers an impression that it's an international organisation with explicit goals and strong sharing core values, which makes it surpass many skincare competitors in the same level and stand out in the mainstream business (Roddick, 2006). Which implicates that it aims at challenge facing us as a values-based organisation. It has been broadly acknowledged that organisation values are not static. It's continuously mutative with economy, politics, legislation, culture and technology³.

What are
you saying here?

The competition is increasingly serious among cosmetic brands in promoting

³ Quated from The Body Shop values report (2005)
http://www.yuswohady.com/wp-content/uploads/2008/11/bodyshop_

their ethical values to seek for the common part with customers after the relaunch of CRM as beauty brand. This concept wasn't practiced at corporate social responsibility (CSR) leading brands, whose target customers are holding a strong ethical character (Chun, R. 2016). And The Body Shop is a typical brand with explicit social responsibility. It has struggled at resisting animal testing, insisting fair human rights, standing by community trade, advocating environment protection and activating a positive attitude towards life (BARNES, R., 2004). The organisation is supposed to take advantage of the E-business trend and promoting its brand value throughout the customer journey. Turn to a digital agency to patch up the official website and e-commerce appliance or platform (SHEARMAN, S., 2011).

Marketing materials and designs

?
All printed material and web interface should be designed closed to the five core values of the organisational image. Especially the message, format and logos should deliver the the green, natural, ethical brand concept both in physical stores and online website. Examples as follows:

- thank you cards / letters for making an effect against animal testing;
- special promotion coupons and invoices on Earth Day, World Animal Day, Human Rights Day
- leaflets some website cookies with a combination of the brand' s image and

some environmental slogans

The amount of money that The Body shop spend on advertising isn't as much as other cosmetic brands. This is an evidence of its sustainable marketing strategy. With this concept of green strategy, this organization takes it as its responsibility that providing products which customers really need, expect and want to exceed its competitors in the market.

ref?

According to the international survey, 47% of companies took sustainability and corporate responsibility as the main factor to stimulate innovation (KPMG International, 2008). With the increasing demand of sustainable development, a considerable proportion of customers care about the ingredients. Even query about the contribution that it may made with purchasing products. In this condition, the salesman and other staff are supposed to have a good command of the European environmental issues and the connection with the organizational core values. Employees become consultants and value-based sellers. Here are some main factors:

- understand the customers' psychology
- grasp any behavior indicators to confirm its value proportion
- communicate clearly and sufficiently in a certain pattern with the guidance of

?

the value. The Marketing manager should support employees in the process with providing them more strategic instructions and operating details (Geraerdt Rob. 2012).

In marketing activities, the focus of marketing is on the products, and the goal of increasing sales volume and sales profit is achieved by means of promotion and sales promotion. In fact, the organisation serves not only the customers but also the whole society. On the one hand, the sustainability of marketing project count on the environment to continuously provide the resources and capabilities needed for marketing. On the other hand, it also needs to continuously absorb the products it brings. The aim of the organisation marketing should be the harmonious and balanced symbiosis of enterprise, environment and society. Therefore, while carrying out marketing activities, the organisation should strive to deal with impact of production and operation on the environmental pollution as much as possible and insist the sustainable development strategy (Geraerdt Rob. 2012).

Specifically, the organisation should comply with environmental protection standards when exploiting production technologies, raw materials and manufacturing procedures. In product packaging decoration design, it should try to simplify product packaging and utilise degradable material to reduce

So far this piece of work reads like a descriptive report on organisational sustainability and the environment and does not address the task of putting forward a marketing plan for the Body Shop based on fulfilling specific objectives.

environmental pollution. While distributing and promoting, customers should be actively acknowledged what has been done to reduce waste (Schoenherr, Tobias. 2012). Before, during and after sales service of products, attention should be paid to saving resources and reducing pollution.

Ref Except for those previously mentioned, the organisation has launched a charitable foundation in 1990. It is vital to remind customers of these activities that the organisation constantly contribute to supporting other pioneering institutions with money. Especially those who have a large contribution on animal protection, fight for human rights and environmental friendly organisations. Every single purchase in The Body Shop will be partly donated to the ECPAT UK. So those who have a strong ethical standard and passion on pets tend to choose The Body Shop when there is a usual skincare need (Wen, Yuanyuan, Luping Zhang. 2011).

As the organisational slogan stated, we hold it and struggled on it to find the natural products to help people with beauty. The natural and green ingredients are what we always exploit, which will make our planet a better place to live. The skincare and cosmetic products are not that fashion as others, but they

are the natural green ones⁴.

The Marketing communications of the organization (DRIP Framework)

Differentiate

The products of The Body Shop are pure natural, healthy, rich in varieties, suitable for women, men, children and other types of people. Also there are five core value. You just buy the gel and body lotion, and you buy our values. It's something more than selling shower cream. And I think those who want to buy good quality merchandise with natural ingredients and the values make them feel they are making a contribution to the environment and society.

Next. reinforce

Reminding customers the fragrance, the wonderful experience of cream and lotion. How did the body lotion moisturize your skin? Reassure them that they have made the right choice in purchasing it.

Inform

Providing information that the product is both available in physical shop and

⁴ Quoted from the official website. Available at: <https://www.thebodyshop.com/en-gb/>

What's the point of this? Where are your suggestions?

You have applied DRIP to describe the organisation's comms processes but what about your ideas for value creating activities which improve the customer journey?

online store with free delivery

Finally, Persuade

Now there is a 3 for 2 discounts for these items, which are the best-selling and the most budget-priced products⁵.

In summary, create value, and more specifically, customer value, is increasingly seen as the next source of competitive advantage.

3.3: THE CUSTOMER JOURNEY

Strengthening the customer experience is the top priorities of the management objectives (Accenture, 2015). This concept was proposed by Schmitt (1999). Then it was enriched with cultivating enduring customer relationship and making benefits from these chances. Customer management, as one of the main sections in marketing management, is largely affected by the organisation value (Lemon, et al. Verhoef, P. C. 2016).

*where?
Ref?*

As the value creation lens stated, the retailer has spared no efforts to motivate their customers to participate in the process of creating values. Equipped with

⁵ Available at: <https://www.investopedia.com/terms/d/drip-marketing.asp>

some technological appliances, organisations diagnose the demands of customers and provide with interaction system to stimulate the needs (Aarikka-Stenroos, Elina Jaakkola, 2012).

The globalization has heated the cosmetic brands competition and purchasing practices. The organisations have to continuously keep in step with the products and value innovation. It has been demonstrated that marketing capability is fundamental to transfer market theory to advanced organisation value (Liem VietNga, Aron O'Cass, 2013).

Personalised campaigns routinely outperform the generic ones⁶. So the famous strategic management tool, customer journey mapping (CJM), will be created to advance the service innovation of The Body Shop. CJM has been affirmed by both academics and practitioners because of the effectiveness in figuring out customer behavior (Rosenbaum et al Ramirez, 2017). It has divided the product purchasing process into different touch points. In this way, the organisation could apply some employ tactics to foster the service innovation.

According to a process timeline of CJM, touch points of the body shop can be

⁶ Quoted from: "Signposting the Customer's Unique Journey." Marketing Week, London (Dec 15, 2011): n/a.

separated into three periods:

- pre-purchasing period. The touch points of it include some special event emails, the broad coverage of its ethical activities and some oral communication by the public have made The Body Shop. Although the organisation seldom uses advertisement to spread its products, it quickly obtains social praise. This organisation has touched consumers by appealing to people's kind and responsible essence.
- purchasing period. It's the experience during a purchasing activity. Like entering the shop, engaging with employees, visiting stores, getting sample distribution, join in a lucky draw.
- post-purchasing period. Touch points here may be a selfie after the shampoo bath, a need for exchanging merchandise or receive a customer research in e-mail etc.

New customer service

- Special event on new products. Combine body shop's products closely with its philosophy. It is linked to public welfare such as tree planting, environment friendly seminar and rights defending institutions. Donate the profits from the products sold on the day of the activity to protect endangered animals and to the medical association.

This should have been the main part of this project. K.

Develop in far much more detail!

- provide special counters in cooperation with large supermarket chains
- the official website and other transaction pages are sold simultaneously by using the network distribution method. Cooperate online in various local group buying activities

4: CONCLUSIONS

Some may think brands like The Body Shop are an alternative to enterprises. Because what the first objection is not only the turnover of investment but also the social recognition as an ethical brand. The organisation has stroke a balance among these aspects, namely, profits of the enterprise, satisfaction of consumers' needs and the social interests. Under the guidance of social marketing concept, the task of The Body Shop is to provide goods and services that can meet the needs, desires and interests of the target market more effectively than competitors by protecting or improving the interests of consumers and society.

Therefore, in general, those ethical oriented enterprises should shape their core values and deepen it into customers. Keep a harmony with environment while seeking for interests. Build a strong green brand image. And that's the key to cultivate customer loyalty.

5: RECOMMENDATIONS

From the presentation:

- Broaden the target consumer group and refine the specific classification
(EG: children and the pregnant)
- Design products that are suitable for different groups, and combine multiple products to different gift sets
- Provide innovative service in physical store (EG: free hand care service, free trial products)

From the report:

- Take the road of sustainable development and take actions to reduce the damage to environment in producing and selling process (Rob Geraerds, 2012)
- A series of tactical activities that establish the brand's distinctive green image

— Yes — how? Provide a plan!!

How?
Examples
required!

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✓

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've provided evidence of engagement with a range of sources, inconsistently and inaccurately referenced in parts.		7
2. Knowledge and Understanding Skills	20	
You have demonstrated that there must be major gaps in your knowledge and understanding of the marketing planning process as you have not addressed the task. As a result you haven't utilised a suitable marketing planning framework and have not considered the key elements of the task.		5

3. Cognitive and Intellectual Skills	20	
largely descriptive with limited evidence of critical evaluation.		7
4. Practical Application Skills	20	
Rudimentary application of some relevant techniques but without detailed consideration eg. 4Ps, DRIP.		7
5. Presentation— professional skills	20	
This piece of work has not been presented in a suitable format and is therefore poorly structured and content confusingly expressed in parts. Unfortunately you have provided little evidence of the skills required for future employment or indeed matched		7

= 33%

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)		

standards

the ~~requirements~~ expected at Level 7.

This project shows very little understanding of the module material or the assignment brief. The core task has largely remained undeveloped. This is a clear fail. 33% agreed. AC