



Module Title: Marketing Fundamentals (LCBB4004)

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L O R E A L

REFLECTION REPORTS OF THE GROUP BLOG

GROUP MEMBERS:

1. Daniela Gavrilova - Student ID: 1909556 – **Team Leader** – Background/ History of the company
2. Semra Sadul - Student ID: 1909207 - Product
3. Kristina Kushlova - Student ID: 1909417 - Price
4. Jolanta Wiececzek - Student ID: 1909652 - Place
5. El Maski Khadija – Student ID: 1818675 - Promotion

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Task 1 B

1. Daniela Gavrilova - Student ID: 1909556 – Team Leader

Reflective Report of Blog

Background of the company

The collection of information for the company L'Oreal was bestowed upon me. I was also given the responsibility of formulating a concept about the historical backdrop of L'Oreal and the manner in which it emerged to be one of the most renowned cosmetic and beauty brand in the world. The Tuckman's model of segregation of team work was undertaken by the system in order to divide the work amongst me and my team members. As per this particular stage, we had to undergo the stages of forming, storming, norming, performing and adjourning (Black et al., 2019). According to this stage, it should be hereby noted that the maximum amount of challenge that I faced was during the storming where I underwent into conflict with my team members. This was a massive challenge not only for me but also for the team. It led to loss in time, and thus diminished the amount of time that was available with me for the completion of the project.

Prior to the conduction of the report, I had absolutely minimum knowledge with regards to L'Oreal. The report helped me gain adequate knowledge about the company. The initial strategies which had been undertaken by the company to gain the stronghold in the market were completely unknown to me and this helped me in gaining the adequate comprehension of the same. However a considerable challenge which I faced was being capable of integrating the various marketing theories with the history of the company L'Oreal. The various aspects of marketing strategy such as marketing mix, the supply chain management, and the new mode of social media marketing was analysed by me. I was also responsible for communicating the information with the other team members.

2. Semra Sadul - Student ID: 1909207

Reflective Report of Blog

Product

According to the Tuckman Model, where each and every members of the group had the right to choose the task, I chose to analyse the marketing mix of Product for the Company L'Oreal. I selected this topic for evaluation because I felt that I could be capable to extract a lot of information with regards to this particular topic. It was thus met with a certain amount of conflict from my team members. It occurred during the storming period. However, mitigation from every one of the member led to the management of this conflict and eventually allowed me to continue with the work. The other negative impact of this conflict was that I could not get the enough time to conduct the research (Guttenberg, 2020). According to me, it had been subjective of reducing the quality of my work. However, there has been one positive impact. I had learnt the art of time management which I perceive would be highly helpful for me in the future team work projects. Furthermore I had also received important information with regards to conflict management, which according to me was an important factor of consideration.

The evaluation of product as a marketing mix gave me sufficient knowledge about innovation strategy which is highly regulatory of entering into the market. Thus the effective product strategy was found to be highly important. Another matter that has to be taken into consideration is the fact that I had gained adequate knowledge with regards to the marketing team and the manner in which they function within L'Oreal. Earlier I did not possess these knowledge hence this had proved to be highly important and crucial for the building of my skills. Moreover, the knowledge has been rather helpful in asserting my success within the group.

3. Kristina Kushlova - Student ID: 1909417

Reflective Report of Blog

Price

I had earlier wanted to take up the topic product. As I had minimum knowledge with regards to it. This could have proved to be an important and effective opportunity for me to hone my skills in the field of comprehension of product strategy of L'Oreal. However as per the Tuckman's

Model of analysis the topic which was unanimously selected for me was price (Natvig and Stark, 2016). Even though I had got into conflict with my team members, I accepted the decision, because we were segregating the task as per our strong points. This was done to ensure maximum quality. Since a lot was expected of me, since the accounts and finance part was my strong points, I became rather anxious to deliver the maximum quality of result. I gave more time researching the topic and formulating a result. Hence one of the chief lessons which I learnt from this process has been that of working under pressure and strengthening my strong points even further.

With respect to the topic, which I had to research, it has been thus found out that I had to prior idea to the premium pricing strategy which had been undertaken by L'Oreal. Hence, whilst conducting the research I due to some additional study which I had undertaken found out amount of integral concepts of marketing. Moreover, the study helped me to interlink the knowledge of marketing with the pricing strategy. The other matter which has to be herein taken into the consideration has been that of the analysis of the factor of variability of the products with the pricing strategy. I learnt to critically analyse the various aspects of pricing and eventually produce it within the report. One of the negative issues associated with the study that I conducted was the fact that the information which I could find was rather repetitive. This eventually was rather challenging and had to be dealt with a proper strategy.

4. Jolanta Wiececzek - Student ID: 1909652

Reflective Report of Blog

Place

One of the positive aspects which I experienced while working in the group was the fact that everyone was rather friendly. Even though we did get into a conflict it was soon managed effectively by a unanimous decision. Moreover, it should also be considered that the conflict happened during the time that we were storming, which can further be explained by the Tuckman's Model of Team Work (Zhen, 2017). However, I did not face the issue of conflict, but had been capable of resolving the conflict amongst three of my other team members. Moreover, I was also responsible for segregating the time between the work and this gave me enormous help in building my time management skills. But there were some negative aspect with respect to the

team work too. For instance, I had observed while working that I faced certain difficulties during the process of communicating with my team members. I thus had to resolve to other means of communication, which eventually was capable of addressing and solving my problems.

While conducting the research I gained enormous knowledge of L'Oreal and the manner which is hereby undertaken by it to expand its presence all over the globe. Effective knowledge about the distribution strategy of L'Oreal was gained. Moreover I also received adequate knowledge about the manner in which the distribution strategy regulates the various other issues of an organisation. The manner in which the company L'Oreal segregates the products and thereby conduct the pricing strategy was also researched by me, which helped me in expanding my knowledge. Before undertaking the research completely I informed my other team members about the topic that I would be discussing, to avoid the occurrence of repetition

5. El Maski Khadija – Student ID:

Reflective Report of Blog

Promotion

Group work entails students cooperating to work together on a set of tasks. Effective group work increases performance and productivity since individuals working together can achieve much more compared to persons working on their own. In this context, the task was to prepare a blog. Each group had to choose a company and analyze the relevant services or product offered by the company. Using marketing mix, we were tasked with preparing a blog elaborating on the 4p's, that is, product, price, place and promotion. Additionally, the blog had to include the background or history of the company.

My group chose L'Oréal, a globally renowned personal care company that deals with cosmetics and beauty products. My task was to work on the promotion strategy of L'Oréal Company. Strengths of working in a group include planning and managing time, refining understanding through explanation and discussion, solving complex or difficult tasks by breaking them into steps or parts, improving communication skills, and giving and receiving feedback. Additionally, working in a group enables one to improve their skills since a group is made up of individuals with various abilities and skills. Contrary, working in a group may lead to conflicts due to

unequal participation or disagreements when making decisions, and the process of making decisions is delayed and prolonged as such time consuming. Dominating characters in a group may lead to some characters strongly manipulating others.

When preparing our blog, we employed a theory of marketing: marketing mix. Marketing mix refers to a combination of factors that can be managed to influence customers to purchase a company's products. When tackling this task with my group members listening and communication skills, managed to tackle a complex task, learned how to plan and manage time, and how to solve conflicts in a team.