

University of Wales Trinity Saint David

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Lecturer: Faizu Edu





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Albert Raduca (2232331) –
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Alisa-Ioana Mercar (2232340) –
Group Leader (SWOT and
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Sergiu Constantin Grigorescu
(2233162) – The company
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Overview of the Structure

- **The lush retail chain is one of the biggest and most well-known names in the UK cosmetics brand.**
- **Founded in 1995 and has grown in popularity both domestically and abroad known for its commitment to offering NATURAL AND ETHICAL PRODUCT OPTIONS, Lush has carved out a unique place for itself in the industry.**
- **One of the most noteworthy features of Lush UK retail presence is its dedication to environmental sustainability (Fairle and Fossen, 2021)**

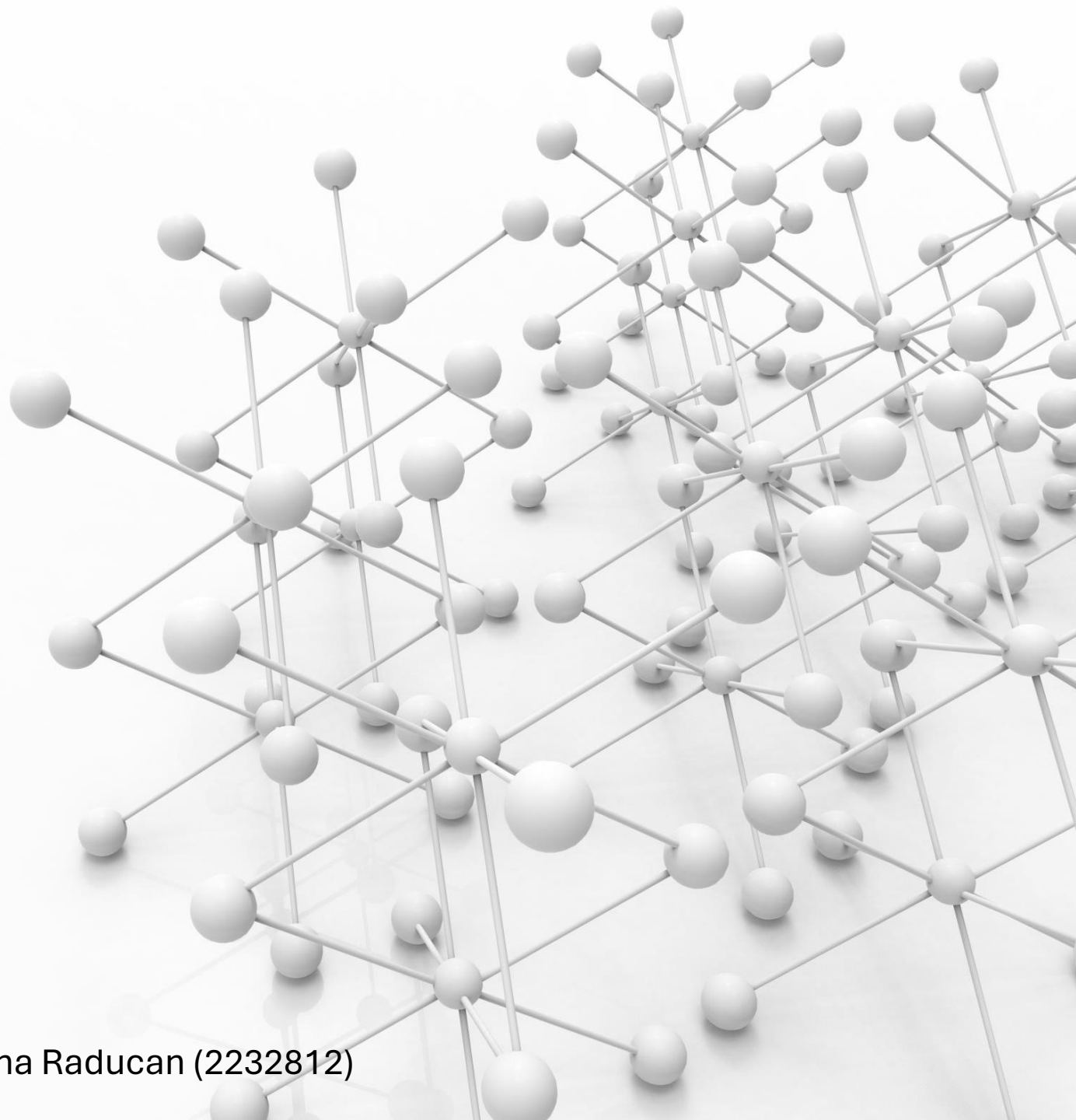
Retailing cosmetics is the business of Lush ltd.(Lush), a division of Lush Cosmetics Limited.



It sells bubble bars, bath bombs, shampoo, conditioners, shower gels, soaps and shower gels.



The company offers facial care products: moisturizers, shaving creams, lip balms, toners and toner tabs, Lush body care products: hand and body creams, massage bars, foot care, deodorants and dusting powers.



The organization structure

Lush

- private company with small numbers of shares available on an innovation-only basis.
- hierarchical structure
- consists of departments such as product development , manufacturing , retail operations , sustainability ,and community engagement.

- Global cosmetics company , prioritizes sustainability and ethical sourcing
- Large retail presence and diverse workforce , primarily knows for handmade cosmetics and focus on using fresh , natural ingredients.
- Some of its main functions include:
 - 1.Product development: wide variety of cosmetic products including skincare ,haircare , soap and more.
 - 2.Manufacturing : its products in-house , using traditional methods and fresh
 - 3.Retail Operations : globally
 - 4.Online Sales : sells its products through its website and various online platforms .



Gina Raducan (2232812)



Retail Operations : globally

Online Sales : sells its products through its website and various online platforms

Sustainability initiatives –practices and reducing waste through packaging initiatives.

Community Engagement-engages with community through various initiatives

Corporate Social Responsibility -actively participates in charitable giving and supports various causes

Gina Raducan (2232812)

SWOT Analysis -
It is a strategic
process
analysis where
an organization
determine their
strengths and
weaknesses
from an internal
point of view
(Brooks, 2011).

Alisa Ioana Mercar (2232340)

Strengths

***Robust Ethical Principles
Innovative Product Selection
Strong Brand Identity
Active Online Presence***

Weaknesses

***High Pricing
Limited Product Shelf Life
Restricted Global Presence
Restrictions on Distribution Channels***

Opportunities

***Focused on Sustainability
Diverse Product Range
E-Commerce Expansion
Worldwide Growth***

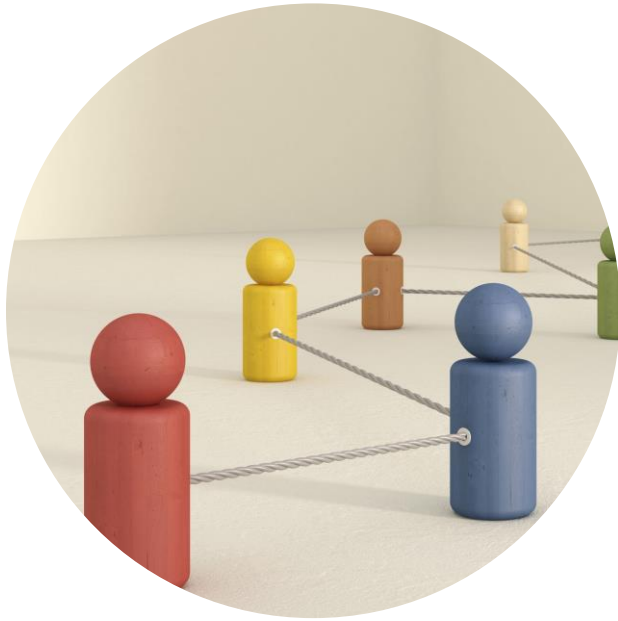
Threats

***Market Competition
Economic Uncertainty
Disruptions to the Supply Chain***

PESTLE is a tool used by management, helping in analyzing the external factors that can influence and have a positive or negative impact in an organization (Johnson, Scholes, & Whittington, 2008).



Organization's stakeholders



Stakeholders are defined as individuals or groups who have a common interest in a particular organization (Freeman, 1984).

- Main stakeholders are the customers
- Employees , which can affect directly the business
- Investors
- Suppliers



Secondary stakeholders include:

- Communities
- Competitors
- Government and Regulations

Sergiu Constantin Grigorescu (2233162)

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