

Digital skills and Research methods

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Galina Cavacaliuc: 1916729- Introduction and Background

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- Introduction
- Background of the organisation
- Challenges before introducing modern technology
- Insights of Modern Technology Introduced
- Impacts of Modern Technology
- Lessons drawn from the case study
- Conclusion
- References

How has digital technology changed L'Oréal Professional





About L'Oréal Professional

- L'Oréal S.A. is a French personal care company headquartered in Clichy, Hauts-de-Seine with a registered office in Paris.
- It is the world's largest cosmetics company and has developed activities in the field concentrating on hair colour, skin care, sun protection, make-up, perfume, and hair care.
- Stock price: OR (EPA) €246.20 +2.90 (+1.19%) 27 Apr, 17:36 CEST - Disclaimer Customer service: 020 8762 4000 Headquarters: Clichy, France CEO: Jean Paul Agon (25 Apr 2006—) Founder: Eugène Schueller Founded: 30 July 1909, Paris, France Subsidiaries: Maybelline, NYX Professional

Paris, I., Tutorials, T., Products, A., Brands, A., Colour, H., Up, M., Care, S., Care, H., Styling, H. and Tan, S., 2020. *Hair, Skin, Makeup And Men's Beauty Products* | L'oréal Paris. [online] Loreal-paris.co.uk. Available at: <https://www.loreal-paris.co.uk/>

Background of L'Oréal Professional

- L'Oréal is developing an online learning platform for the group's digital marketing professionals.
- L'Oréal's retail, communications, IT and marketing teams will also have the opportunity of taking part in workshops.
- L'Oréal plans to train all of its marketing staff, nearly 7,000 employees worldwide, in the course of the next 18 months.

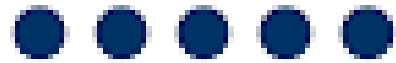
Dqinstitute.org. 2020. *World'S First Global Standard For Digital Literacy, Skills And Readiness Launched By The Coalition For Digital Intelligence* / DQ Institute. [online] Available at: <https://www.dqinstitute.org/news-post/worlds-first-global-standard-for-digital-literacy-and-skills-launched-by-the-coalition-for-digital-intelligence/>

Because you're worth it
L'ORÉAL
PARIS

PRODUCT DEVELOPMENT

Big beauty incubators & tech acquisitions

Industry Momentum



HIGH

Impact Areas

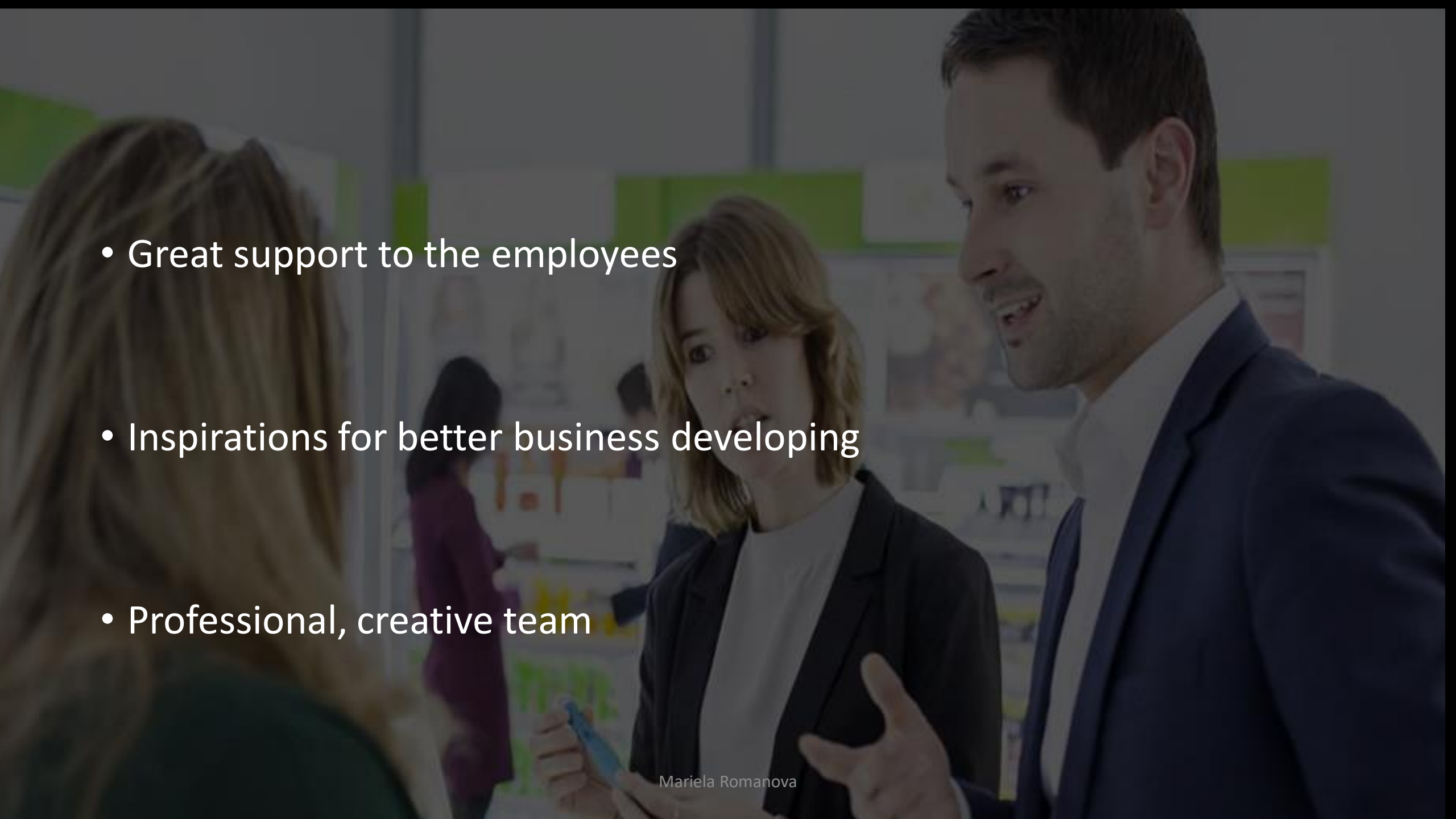
Data Collection, E-commerce,
New Markets, Personalization



- "Our mission is to put digital skills at the heart of our operations, so that we can personalise our relationship with customers and send them the right message, at the right time and in the appropriate context. This is why investing in our talents and constantly improving our digital skills are twin strategic musts for L'Oréal,"
- The 'Essentials of Digital Marketing' module is part of a larger programme supervised by L'Oréal's digital team.

S3.amazonaws.com. 2020. [online]
Available
at:[https://s3.amazonaws.com/cbi-research-portal-
uploads/2019/11/19153758/Beauty
_Trends_V22.png](https://s3.amazonaws.com/cbi-research-portal/uploads/2019/11/19153758/Beauty_Trends_V22.png)

Aims of L'Oréal Professional

- 
- Great support to the employees
 - Inspirations for better business developing
 - Professional, creative team

- Communication
- Human Resources
- Sales and Retail
- Loreal.co.uk. 2020. *Communications*. [online] Available at: <https://www.loreal.co.uk/careers/who-you-can-be/communications.htm>
- Loreal.co.uk. 2020. Careers At L'Oréal | L'Oréal UK & Ireland, World Leader In Beauty - L'Oréal Group. [online] Available at:

<<https://www.loreal.co.uk/careers/who-you-can-be/human-resources.htm>>



Mariela Romanova

Challenges before introducing Modern Technology

- Less sales- Since “Loreal” started using beauty tech devices their sales started growing a lot more.
- Less awareness in the international market- “Loreal” becoming digital lead the company to becoming the world’s 1st cosmetic group.
- Less income- in 2010 Loreals sales were £19.5 billion euros,
- in 2018 Loreals sales were £26.9 billion euros.

Loreal-finance.com. 2020. [online] Available at: [https://www.loreal-finance.com/system/files/2019-10/L'Oréal 2018 Annual Report 0.pdf](https://www.loreal-finance.com/system/files/2019-10/L'Oréal%202018%20Annual%20Report%200.pdf)

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Strengths: A powerful portfolio of brands

- High quality.
- International access.
- Moving into organic
- Endless research.

Weaknesses: An outcry of hair and skincare products

- Shrinking profit margins.
- Slow divisions.
- Tricky cash flow.
- Growing saturation



Insights of the Modern Technology Introduced

- Virtual reality –VR and Augmented reality-AR –Digital imitation and simulation of make up process.
- Virtual reality “VR” and Augmented reality “AR”- These technologies are created to provide in store virtual beauty experience.
- The characteristics of VR –Virtual Reality allows the interaction with places, images, sounds that are not actually there.
- The characteristics of AR- Augmented reality overlays digitalized texts, buildings and others in, to the user's real world.
- Ssvar.ch. 2020. *Definitions And Characteristics Of Augmented And Virtual Reality Technologies*. [online] Available at: <https://ssvar.ch/definitions-and-characteristics-of-augmented-and-virtual-reality-technologies/>



- Advantages of AR and VR- A quick look in to the future of beauty, Non-disappointed costumers, More effective costumer service.
- Disadvantages of AR and VR- Confusion of reality, Bad environmental impacts.
- Importance of AR and VR- Helps the company to improve their profits and their place in the market.



Impacts of Modern Technology

Positive and Negative impacts

Positive impacts

- Digital beauty devices and digital channels save time and distance.
- Consumers have more personal experience and knowledge on what suits them.
- Digital beauty technologies are helping brands to improve specific market gaps and to increase sales through social media.
- Changing shopping behaviour to e-commerce, from product based model to experience based mode.

Negative impacts

- Virtual reality draws a line between the digital world and the real world
- Loss of data and internet connection
- Loreal.com. 2020. *Our Activities: Key Figures, Organization, L'Oréal Around The World - L'Oréal Group | World Leader In Beauty | Official Website.* [online] Available at: <https://www.loreal.com/group/our-activities>
- Beauty Packaging. 2020. *The Evolution Of Beauty Devices For Today's Smart Consumers.* [online] Available at: https://www.beutypackaging.com/contents/view_experts-opinion/2016-09-15/the-evolution-of-beauty-devices-for-todays-smart-consumers/

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Lessons drawn from the case study

- Traditional Technology- Is a type of repeating a cycle left from the origin of the organisation.
- Modern Technology- is a process of inventing new methods for completing certain tasks.
- Why is modern technology important for L'Oréal Professional- Is bringing more awareness of the brand, is making the trying of products easier, costumers can buy products online.
- Consequences of not using Modern Technology- Less sales, Less income, Loss of costumers.



Conclusion

In conclusion, the use of Modern technology is very important not only for L'Oréal but for every beauty organisation there is because it brings more successes to the company as shown that in 2010 L'Oréal had less sales than in 2018 when it had £26.9 billion euros worth of sales. Using Modern technology is also important for the companies because it opens more job opportunities.

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