



MARKETING MANAGEMENT (LCMB7001)

ASSESSMENT 2

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EXECUTIVE SUMMARY

To comprehend Maybelline's micro and macro variables, the research of the product's external and internal elements is conducted. Porter's Five Forces model is also used to understand the dangers and power that the brand faces. Swot analysis is used to comprehend Maybelline's possibilities and strengths. Along with the four pillars of the marketing mix, segmentation, targeting, and positioning are essential areas that aid in a thorough understanding of the brand.

Being a successful brand, products have life cycles that are drawn out to show the methods used at each step and what may be added to keep the level of maturity.

A marketing study was essential in identifying certain suggestions, which are also presented.

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1. INTRODUCTION

Marketing management is all about developing new marketing tactics and knowing how to build a brand's awareness, brand image any many more. Making the brand more accessible online is crucial because the world is going digital. The information will be made accessible to customers more simply by being made available online.

There are many marketing management tactics that aid in developing a deeper understanding of the brand. A few techniques that assist in understanding the internal and external components of the business from which opportunities, advantages, or benefits can be reaped are the PESTEL study and Porter's five forces model. The company's strengths, weaknesses, opportunities, and threats are listed based on this SWOT analysis, and a corporation can safeguard its brand image and business by addressing these factors.

Segmentation, targeting, and positioning are the strategies that are created after the market has been segmented. The STP tactics assist the brand concentrate on its target demographic by precisely segmenting the market.

A corporation may now more easily determine where it stands and what additional steps need to be taken to maintain that position by mapping out the life cycle of a product.

1.1 ABOUT THE COMPANY

A subsidiary of the French cosmetics giant L'Oréal, Maybelline LLC, also known as Maybelline New York, is a cosmetics company with headquarters in the United States. Maybelline has been in business for more than a century and its origins may be traced back to the year 1912. The company sells a variety of cosmetics for the lips, face, and eyes, as well as eye brushes, makeup tools, and removers.

The corporation reported 26 billion euros in revenue, with a 4.7 percent annual growth expected. Through retail stores and shopping malls, the corporation sells its items all over the world. They sell on their website as well as through partnerships they have with different online merchants.

Maybelline New York, the most well-known cosmetics company in the world, is available in more than 129 countries. With more than 200 items on the market, Maybelline New York combines cutting-edge technology with fashion-forward know-how to produce inexpensive cosmetics with a hip, urban edge and a fun attitude. (<https://www.maybelline.co.uk/>)

In 1913, Thomas Williams, a young chemist from Chicago, his sister Maybel Williams made the most of what she had by enhancing her lashes and brows with petroleum jelly. By adding carbon dust to the petroleum jelly, her brother decided to help her increase her attractiveness, which more obviously darkened her lashes and brows. The thing worked well. In 1915, Thomas launched the company Maybelline, which was named after the bride and her go-to cosmetic. Maybelline The company's advertising slogan, Ooh La La, was first used in 1981. It was in use until 1991, when Maybelline replaced it with "Maybe she was born with it." The slogan has been called one of the most memorable straplines in the previous 150 years.

1.2 MAYEBELLINE FIT ME FOUNDATION

In order to meet the needs of individuals globally, **Maybelline** developed 18+ foundation in every shade. There are now many various varieties available, including pore-free, moisturise plus smooth, matte finish, UV protection, and sensitive skin.

The study is on **Maybelline** famous foundation brand, discussing the various marketing strategies of **Maybelline** fit me foundation.

2. PESTEL ANALYSIS

PESTLE analysis (Political, Economic, Sociological, Technological, Legal, and Environmental) studies the main external factors influencing an organization. Senior managers and human resource specialists can use it in a range of circumstances to help them make strategic decisions said by Doyle(2006). An industry environment's macro picture can be obtained through a PESTLE study.

The organization will be able to plan its strengths, opportunities, weaknesses, and threats with the use of this study, which will aid in understanding the risk element from the macroenvironment.

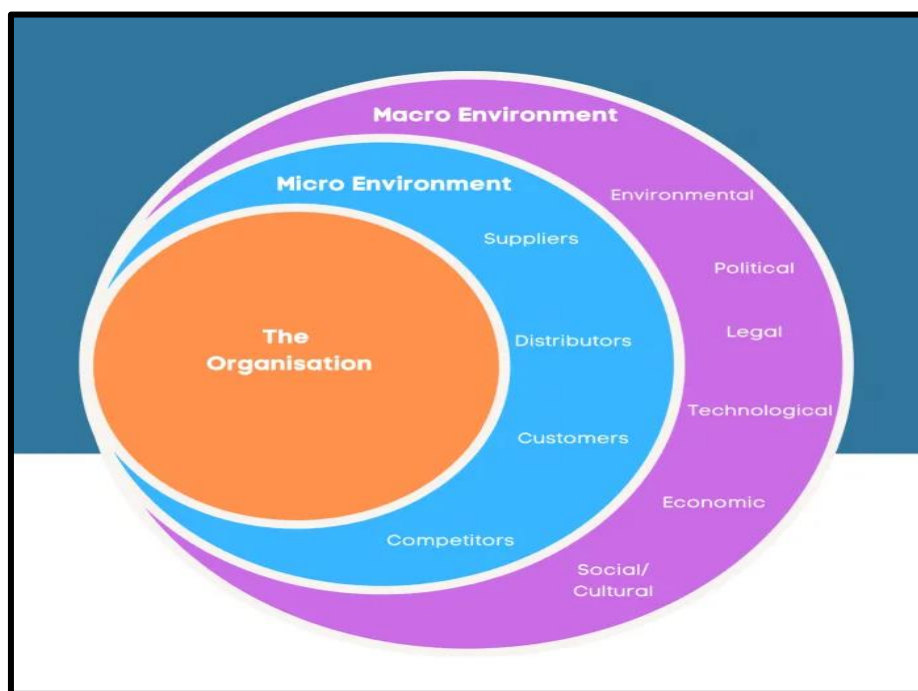


Figure 1: Micro-Macro Environment Factors (Source: shorturl.at/ckQS9)

2.1 PESTEL ANALYSIS OF MAYBELLINE NEW YORK

The macro environment factors of **Maybelline** are discussed as PESTEL analysis. The primary environmental external influences on the business on strategy, competitive environment, and strategic decision-making, which are as per Luck (2008):

- **Political Factors:**

These all relate to the manner and extent of governmental economic intervention. Government policy, political stability or unrest in foreign

markets, foreign trade policy, tax policy, labour law, environmental law, trade restrictions, and more can all fall under this category.

The **Maybelline** production facilities are located in Paris. The effectiveness of the firm is impacted by French government policy. There are 130 different countries where the L'Oréal organisation operates. The company also made it to number 30 on Forbes' list of the world's most valuable brands. Government regulations in any nation where **Maybelline** conducts business must be upheld and adhered to. Consequently, the aims of the organisation may be affected by the change in government policy. (Bobin, 2019)

- **Economic Factors:**

Economic factors have a significant impact on an organization's profitability and business practises. Among these are factors like consumer and company disposable income, inflation, interest rates, currency exchange rates, and economic growth. (Doyle, 2006).

Out of these components, macroeconomic and microeconomic forces can be distinguished. Controlling demand in a particular economy is a concern of macroeconomics. The three main methods used by governments to do this are interest rate control, taxes, and public spending.

The economy of the country has an impact on the organization's performance. Growing economies provide **Maybelline** a variety of opportunities for growth. In a similar manner, understanding the stage of the industrial lifecycle is crucial. Entry into mature industries may be more challenging than entry into enterprises in the growth stage due to market saturation. A high GDP suggests that consumers have more disposable income to spend on the products being supplied. High unemployment is a sign that there is surplus labour available at relatively lower wages. By participating in such a market, **Maybelline** may lower its production expenses.

- **Social Factors:**

Socio-cultural factors refers to the portions that discuss the common beliefs and attitudes of the population. Age distribution, profession preferences, health consciousness, and population growth are a few of the others. These factors are particularly significant since they have a direct impact on how marketers view customers and what drives them.

Maybelline has had considerable success spotting and taking advantage of trends associated with changes in consumer preferences. They launched the 100% vegan and 100% organic Garnier Bio skincare brand after noticing the need for skincare products in Western Europe. The increased interest among millennials, particularly Asians, in Korean products and skincare was one of the main factors in **Maybelline's** acquisition of the Korean fashion label Stylenanda. The business has developed expertise in the beauty sector over the years, giving it a competitive advantage over rivals. For a variety of consumer demands, the company offers a number of items.

- **Technological Factors:**

As per Bobin (2019), The technology environment is changing, and this has an impact on how we advertise our products. Following are the three basic ways that technology factors affect marketing and its management: New techniques have been developed for producing goods and services, disseminating them, and communicating with target markets.

The brand realised very early on that its image helps it to hold a competitive advantage over its competitors. In a market where growing technology is king and elevates enterprises into the public eye, **Maybelline** has made investments in both physical and virtual technology to provide its customers with aesthetically beautiful products. **Maybelline New York** makes use of a variety of online resources, such as tutorials and brief series, to increase demand for their goods and provide sage advice on how to utilise them most successfully. These videos are popular among and shared by women all over the world because to their fantastic visuals. The company also followed NYX Professional Makeup's approach, which led to the creation of the augmented reality ModiFace software. The concept allows women to visually sample the brand's products or clothing.

- **Environmental Factors:**

As per Carter (2012), The increasing scarcity of raw materials, government pollution regulations, the requirement that companies conduct their operations ethically and sustainably, and government carbon footprint targets are all prime examples of factors that can be categorised as both political and environmental.

At various locations where the **Maybelline** conducts its operations, including its plants, its distribution centres from which the products are sourced, and even during the transportation of goods and services, **Maybelline** has developed and implemented a number of measures to reduce greenhouse gas emissions. They have established a measurable objective to reduce CO2 emissions by 60% through 2020. The business then started gradually reducing the amount of water it consumed and released.

- **Legal Factors:**

Laws and consumer rights, health and safety, equality of opportunity, rules for advertising, product labelling, and product safety are all legal factors. It goes without saying that companies need to know what is and is not legal if they are to operate effectively, as mentioned by Stern (2006). This becomes a particularly challenging issue for an organisation that conducts worldwide trade to get right because each country has its own unique set of laws and regulations.

Maybelline works in the beauty sector, where the nature of the market facilitates the creation of duplicate cosmetics. **Maybelline** must ensure that its practises are distinct from those of other brands, as doing so could allow a rival to attack them. Any brand item's creation process must be kept a secret and protected by copyright.

2.2 MICRO ENVIRONMENTA FACTOR OF **MAYBELLINE NEW YORK**

According to Bobin (2019) , Microenvironments are those that are located nearby and directly affect how firms conduct their regular operations. It is a collection of factors or situations that are close to the organisation and have the potential to affect both its regular operations and performance. Most of the components of the micro environment include the distributor, suppliers, competitors, and customers.

- **Distributors:**

Distributors are a crucial part of the business since they have an impact on the entire delivery network. They are crucial for dissemination to consumers as well as for sale and advertising.

The brand is distributed via a huge network of distributors for **Maybelline** in 130 different nations. Additionally, **Maybelline** has a website where it sells its products to customers directly.

- **Suppliers:**

Suppliers give businesses inputs like raw materials, components, cutting tools, equipment, etc. Any organization's capacity to conduct business effectively depends heavily on the calibre and dependability of its vendors. Among the top most supplier of **Maybelline** some from Italy are :

- EXPRESS DISTRIBUTION
- KUEHNE NAGEL LLC DUBAI
- LOREAL USA PRODUCTS MONMOUTH

- **Competitors:**

The marketing concept states that in order to succeed, a business must offer higher consumer value and satisfaction than its rivals. Competitors are rivals who engage in market and resource competition with the organisation.

Maybelline faced strong competition in the industry due to its status as a cosmetics brand. For example, **Maybelline's** foundation is constructed of natural components and has additional qualities like hydrating, smoothing, and makeup-like coverage, its rivals have introduced products that are moisturising creams instead.

- **Customers:**

Customers are the most significant players in the company's surroundings. The goal of the entire value delivery network is to connect with and engage the target audience.

Customers of **Maybelline** come from both the domestic and foreign markets. Because it is exceedingly difficult to satisfy every customer's need, surveys are carried out and feedback is gathered from every retail location.

2.3 PORTER FIVE FORCES MODEL OF MAYBELLINE NEW YORK

A framework called porters five forces analyze the level of competition within an industry and the development of business strategies. It extracts five dynamics that influence how competitive an industry is and how enticing it is as a result using industrial organisation economics. Its aim is to better a company's long-term profitability and comprehend the degree of industry rivalry. (Margretta, 2012).



Figure 2: Porter's five forces model (source: shorturl.at/CHL26)

By analysing the five elements, businesses can foresee changes in the competitive environment, influence the development of industry structure, and establish more advantageous strategic positions. A diagnostic approach based on five competing criteria reduces the normal long-term profitability of an industry.

The Porter's Five Forces Analysis of **Maybelline** addresses the company's competitive environment as well as the factors affecting its industry. The study focuses on analysing the company's position in light of threats from substitute products, new rivals, consumers' bargaining power, suppliers' bargaining power, and market competitiveness.

According to Margretta (2012) and Dobbs(2014) Porter five forces analysis of **Maybelline** are discussed below:

- **Threat of entry:**

It can be difficult because so much money and resources are required to enter this business. The new hires would also have to abide by the laws, regulations, and other governmental policies in order to stay in the industry. A well-known international corporation must maintain high technology standards. Given that **Maybelline** has stores in more than 120 countries, preserving cultural sensitivity helps the company draw in new customers. Because it has the capacity to make or break the company's entire reputation, the brand equity that the new competitor builds must be taken into account. Simply repeatable and scalable, the **Maybelline** products are available to new rivals.

- **Threat of substitute:**

This force examines how simple it is for customers to exchange products or services. It assesses the number of competitors, their pricing and quality in relation to the firm under examination, and how much profit they make in order to determine whether they can cut their expenses.

Maybelline is the most well-known brand in the world and the market leader. If the company doesn't maintain its level of quality and pricing, competitors may push it off the top spot in the market. The company needs to create new inventions to stay competitive in the market. As an alternative, people might use products with higher price points that would target the luxury segment or lower price points that would target the lower strata of society.

- **Bargaining power of buyers:**

Prices can be reduced by consumers. It depends on a company's total customer base, the value of each client, and the expense of acquiring new customers. If there are fewer suppliers than customers, then customers have "buyer power." This implies that they might easily switch to rivals who price less, saving money.

With the youth of today as its target market, **Maybelline** has had remarkable success with its internet marketing. On this platform, the company has outperformed a number of rivals, including its parent company L'Oréal Paris, Revlon, and Estée Lauder. Customers may

easily haggle with **Maybelline** because the company usually offers so many alluring discounts and promo codes. This is done to maintain current clients and draw in new ones. Due of the low switching costs in this market, there are many competitors.

- **Bargaining power of suppliers:**

Businesses operating online and offline are interdependent. This element considers the effect of a supplier on a company. Market supply, negotiating power, and the cost of switching suppliers—which can range from rewiring hardware to developing new supply networks—should all be taken into consideration when evaluating the likelihood of supplier overdependence.

Maybelline has access to manufacturers and suppliers all around the world. Among other places, they can be found in Austria, China, Taiwan, South Korea, Italy, France, and India. Because the suppliers come from many countries, the macroeconomic conditions also have an effect on them, which in turn has an effect on the organisation as a whole. Additionally, the dealers could charge high prices for inferior products. These might put the company at significant risk. The scalability of **Maybelline's** products makes it possible to manipulate the market by stockpiling products.

- **Industry rivalry**

Companies attract customers in a sector with intense competition by aggressively reducing costs and putting in place high-impact marketing strategies. If suppliers and customers feel you're not offering them a fair bargain, they may find it easy to discover a better offer elsewhere.

Maybelline has competitors both inside and outside of its parent business L'Oréal Paris. Some of the competitors are L'Oréal Paris, Revlon, Lakme, Avon, Sephora, Cover Girl, etc. **Maybelline** is mostly a cheap, mass-produced product. They are mostly found at pharmacies and large retailers like Walmart. Since they are not high-end products, constant innovation is required to compete in this market.

3. SWOT ANALYSIS OF MAYBELLINE NEW YORK

A SWOT analysis is meant to assist you in taking a practical, factual, and data-driven look at the benefits and drawbacks of a business, its initiatives, or its industry. As per Hitesh(2019), In order to maintain the accuracy of the analysis, the organisation must avoid preconceived assumptions or grey areas and concentrate on real-world circumstances. Instead of using it as a rigid prescription, businesses should utilise it as a reference.



Additionally, it can help you better understand your company, spot areas that need improvement, decide whether to launch a new product or service, comprehend your market and rivals, and foresee

changes you will have to cope with in order to keep your company profitable.

3.1 STRENGTH IN SWOT ANALYSIS OF MAYBELLINE:

The strengths of **Maybelline** are classified in different type as follows:

- a) **Variety of products:** Customers have a wide range of product selections in each of **Maybelline's** product categories. Customers can match their clothing or choose their favourite colour with their lipstick, which has twenty-eight different colour codes and four sets of colors.
- b) **Brand quality:** Most of **Maybelline's** cosmetics are mineral-based, and each one is quality-tested before going on sale. The cosmetics also go through allergy testing.
- c) **Association with L'Oréal:** A significant player in the international cosmetics sector, L'Oréal is parent to the Maybelline division. This association has always helped to build confidence and trust for the cosmetics brand.
- d) **Display of product:** Due to the intense rivalry in the cosmetics sector, quality is not the only factor in choosing. Customers typically purchase cosmetics impulsively, thus the appearance of the business is essential. Perhaps **Maybelline** usually employs creative window displays.

- e) **Risk diversification:** The cosmetics market in particular is quite risky in the fashion industry. To spread its risks, the corporation has established investments in numerous international marketplaces.
- f) **Celebrity endorsement:** The new **Maybelline** New York campaign stars Jourdan Dunn alongside actors Maya Jama, Emma Louise Connolly, and Diipa Khosla. Additionally, social media influencers also provide product reviews.

3.2. WEAKNESSES IN SWOT ANALYSIS OF **MAYBELLINE**

The weaknesses of **Maybelline** are classified as follows:

- a) **Lack of distinctiveness:** Customers may become confused by the excessive number of options available to them in each product category, which lacks any distinguishing feature.
- b) **Limited market:** The majority of a brand's distribution occurs in retail stores or malls; personal selling or direct marketing strategies are not used. Along with **Maybelline** products, numerous other cosmetics options will be available in retail outlets, making it challenging to catch the attention of shoppers.
- c) **Inadequate online presence:** The social media presence of **Maybelline** is not as robust as that of its competitors. On social networking sites like Facebook, its closest rivals, like Chanel or Lakme, frequently publish favourable product reviews, celebrity pin-ups, and product updates. They have a huge following and many active users on their Twitter presence.
- d) **Skin related issues:** Many customers have sensitive skin issues, therefore even after a brand has been thoroughly tested, it may still fall short of meeting these customers' needs and suffer the consequences.

3.3. OPPORTUNITIES IN SWOT ANALYSIS OF **MAYBELLINE**

The opportunities that **Maybelline** can grab are as follows:

- a) **Better communication:** Because everyone is going digital these days, regardless of age, Maybelline will find it easier to advertise on sites where people spend more time, like Instagram, YouTube, or TikTok. It will be simple to communicate the brand.
- b) **Geographical expansion:** Being active in other regions can also help a firm develop a global brand image for its products.

- c) **Consumer behavioural change:** More people today than ever before accept the use of makeup in a variety of settings. Given that most contemporary women are aware of current cosmetics trends and like applying makeup, there is a large business opportunity.
- d) **Personalization:** Consumers of today desire customised makeup options and are frequently willing to pay for them. This suggests that companies that sell cosmetics may charge more for each customised makeup option. A lot of companies also promote and offer high-end customised makeup kits.

3.4. THREATS IN SWOT ANALYSIS OF MAYBELLINE

The threats of **Maybelline** are classified as follows:

- a) **Negative image publicity:** Many competitors might try to stir up controversies or unfavourable press about the brand. Some criticisms of the company's practises include employing someone to disclose product negative effects to the media or using animal tests in chemical production.
Maybelline is offering proof that cosmetics are tested on scientifically manufactured skin samples, at various temperatures, and even in other regions with various climatic conditions before they are released.
- b) **Competition:** The company is up against a lot of competition from companies like Revlon, Lakme, and premium brands like Chanel, among others, all of which are vying for market leadership.
- c) **Duplicate or replica in market:** About 40% of people cannot tell **Maybelline** from its imitation, which could give the product a negative reputation.
- d) **Economic recession:** The worldwide recession has negatively impacted the fashion industry, and many individuals have lost their jobs as a result. As a result, they are cautious about spending money on non-essential products.

A brand like Maybelline can measure its operations and performance in relation to the market by using the tried-and-true management framework of SWOT analysis.

4. SEGMENTATION, TARGETING AND POSITIONING

Strategic marketing principles such as positioning and segmentation are utilised to create competitive advantage, which may then be turned into business opportunities that contribute to an organization's success.(Baker, 2012).

Segmentation: Market segmentation is the practise of breaking a market into distinct groups with comparable traits, needs, propensities, or consumption habits. This strategy recognises the necessity for specialisation to fulfil the demands of a certain market segment rather than trying to be all things to all people. The different segmentations are:

- Demographic segmentation (age, gender, race, social , marital status)
- Geographic segmentation (countries, regions,cities,weather)
- Psychographic segmentation(activites,interests,opinion,lifestyle)
- Segmentation by usage and commitment
- Benefit segmentation

Targeting: The selection of a single or group of segments by the organisation is known as targeting (Martin,2019) . The business is clearer about who its clients are. Target market is evaluated on the basis of:

- undifferentiated market(one marketing mix for whole market).
- differentiated market (one marketing mix for one group and another for another group).
- niche or concentrated market (focuses on a small group of customer).

Positioning: Positioning explains how your product (item or service) compares to rival products and services both on the market and in consumers' thoughts. As per Blythe (2019) , A product can differentiate itself from the competition and urge buyers to realise the obvious benefits of utilising it. Different types are:

- Benefit positioning
- User positioning
- Competitive positioning
- Comparative advertising
- Repositioning

4.1 SEGMENTATION OF MAYBELLINE FOUNDATION

The topic of product segmentation is discussed using the **Maybelline New York brand's product, Fit Me Foundation**.

Market segmentation is especially important to Maybelline because the cosmetics company serves a vast variety of individual women, each with a different set of makeup preferences, skin tones, and needs. **Maybelline fit me foundation** follows demographic, psychographic and benefit segmentation. This segmentation are discussed below:

Demographic segmentation: Age and gender are two market segments that **Maybelline Fit Me Foundation** is using. Only women between the ages of 15 and 65 are taken into account. By concentrating on women aged 35 and older, Maybelline hoped to increase market share with the Age-Rewind product line. Age-Rewind markets eight different products in total to women who are interested in anti-aging benefits.

Income segmentation: This is a different kind of segmentation by demographics. Maybelline Fit Me Foundation targets younger women and provides its customers with affordable costs. And because they are primarily working women over the age of 35, the products for them have slightly higher costs.

Psychographic segmentation: This segmentation divides the market according to consumers' interests, activities, and lifestyles. As a result, **Maybelline foundation** offers protection to professional women who lead busy lives. Devoted to ladies looking for a breathable, natural, flawless, and easily blendable appearance, as well as a formula that is "ideal" for their skin tone.

Benefit segmentation: When identifying segments in its target market, Maybelline uses benefit segmentation as one of the most important variables or criteria. Maybelline has successfully created a product combination that includes something for everyone, depending on the advantage people are seeking in their cosmetic product choice. Maybelline's product collection may be divided into 26 different benefits, including anti-shine, shine, moisturising, intense colour, classic colour, volume and length of lashes, illuminating, healthy minerals, care, skin perfection, and long-wearing, among others.

4.2 TARGETING OF MAYBELLINE FOUNDATION

Following market segmentation, a marketing plan is used to target each segmented group. Following are some of the targeting techniques used by Maybelline Fit Me Foundation:

Differentiated marketing: when a business concentrates on one marketing mix for one target audience and another marketing mix for a different audience is differentiated marketing.

Based on consumer need for additional foundation components, **Maybelline Fit Me** differentiates its product line. For instance, the price range of the product will be between 10 and 20 pounds, if a woman buys a natural foundation that only comes in the one preferred foundation shade as shown in figure 3. The price of a foundation that has additional options, such as highlighters, hydration quality, a matte finish, an anti-aging component, a long-lasting base or primer plus foundation base, etc., can be more than 20 pounds.



Figure 3:

source: (<https://www.maybelline.co.uk/>)

Concentrated marketing: when a business solely pays attention to a select group of customers is a niche or concentrated marketing.

Depending on the product, **Maybelline** products can cost anywhere between \$10 and \$100. Thus, the brand's high-quality product range and premium price strategy in its marketing mix enable it to serve a specified customer. Therefore, it is a niche market shown in figure 4.



Figure 4: source(<https://www.maybelline.co.uk/>)

4.3 POSITIONING OF MAYBELLINE FOUNDATION

Positioning of the **Maybelline foundation** is done with different type of factors discussed below:

Benefit positioning: The promotion made through various communication channels like television, social media , magazines shows the product with its benefits highlighted on it.



For example, anti-aging foundation. The figure 5, shows the liquid foundation for anti-aging purpose, the main benefit is display at the bottle of the product to immediate attract the customer.

Figure 5: Maybelline anti-aging foundation

Source: (<https://www.maybelline.co.uk/>)

User positioning: Influencers from various social media platforms like Instagram and You Tube use the product giving a review about the product which create user positioning. In figure 6 , a famous Instagram influencer is reviewing the foundation , its texture, after use smoothness and also talks about the coverage it gives to her skin.



Figure 6

Source : shorturl.at/hBHIO

Competitive positioning: this is the strategy used to distinguish between the products of its competitor, it is known as comparative advertising.

Maybelline has used this tactic to contrast the prices of its products with those of its rivals, stating that their reasonably priced offerings serve to enhance beauty.

Celebrity endorsement: Famous individuals who are popular with both young people and adults are chosen by **Maybelline** to serve as its brand ambassadors. With 3.5 million social media followers, Jourdan Dunn is a part of the new Maybelline campaign for 2023.

History/ Parentage: L'Oréal has a subsidiary company called **Maybelline**. As a result, the parent firm establishes the brand's positioning on its own. Because Loreal is a well-known brand and is thought of as a high-end brand, **Maybelline's** positioning has been made simple.

4.4 MARKETING MIX: 4P'S

According to Defelice (2021) , A marketing mix includes numerous areas of attention as part of an all-encompassing marketing strategy. The four Ps, which originally stood for product, pricing, placement, and promotion, are widely referenced in this expression. Depending on the business and the intended audience for the marketing plan, marketing managers may employ various approaches for each of the 4Ps (Lee, 2012). Although each element can be examined typically world independently, they cooperate in real-situations.



4.4.1 PRODUCT

A Product is an item or service designed to satisfy clients' needs and wants. Marketing success depends on identifying the characteristics that differentiate a good or service from competitors (Baker, 2012).

Determining whether it may be promoted in conjunction with other products or services is essential. From the company **Maybelline New York**, the product which is chosen is from cosmetic category.

Although **Maybelline New York** is a division of L'Oréal, the product does not mention the parent corporation by name.

The extensive product selection of **Maybelline** cosmetics includes all essential makeup-related items. This article just covers Maybelline's foundation.

Maybelline foundation uses range branding, which gives its products names like Maybelline anti-aging liquid primer plus foundation, Maybelline liquid foundation, or Maybelline fit me foundation.

❖ **Product branding strategies:** following are the strategies used for product branding :

- a. **Line filling,** By filling in the gap, Maybelline employs this strategy. The desire of women of all ages to appear natural and lovely is the gap. The needs of each demographic, such as young people's needs for highlighting in foundation, elderly women's needs for anti-aging, and working women's needs for UV protection in foundation.
- b. **Line stretching,** A mixture of additional necessary items in make up are being made available by MAYBELLINE in order to attract their audience. For instance, a primer is used first, hence Maybelline added primer functionality to its foundation.

4.4.2 PRICE

Constantinides (2006) stated, There are different strategies that a company can use to price the product. Maybelline is a brand which has used price skimming, differential pricing, premium pricing and psychological pricing.

- a. **Price skimming**, The foundation had high price when it was first launched, and after reaching maturity, it remained same.
- b. **Premium pricing**, **Maybelline** is considered a luxury brand , the prices of this brand are always high.
- c. **Psychological pricing**, after reaching maturity stage this strategy have been used by **Maybelline** . the product which was of 8 pounds is now sold at a price of 7.99 pounds.

4.4.3 PLACE

Place refers to the business's distribution strategy. Maybelline uses exclusive and selective distribution strategy .

- a. **Exclusive distribution**, It distributes its products mostly at department stores or shopping centres where consumers can try and test a number of products before making a decision.
- b. **Selective distribution**, The company's online store is its other means of distribution. By allowing customers to test foundation shades virtually, **Maybelline** has made online shopping more convenient for everyone.

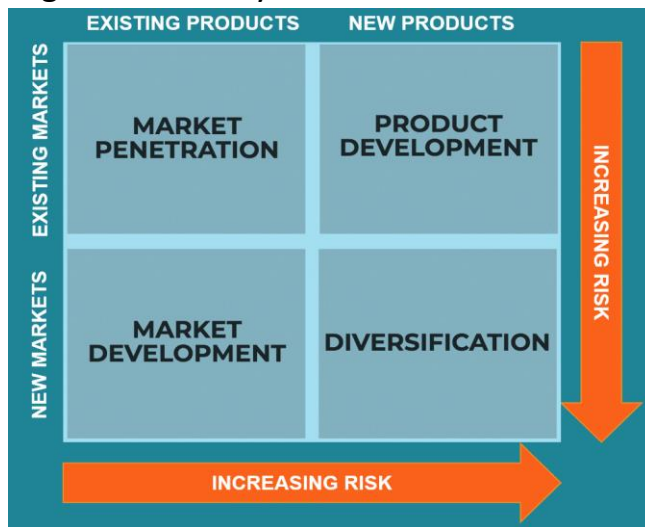
4.4.4 PROMOTION

Advertising, digital marketing, social media marketing , public relation and sales promotion are some promotional strategies used by **Maybelline New York**.

- a. **Advertising**, through magazines, T.V, radio and mostly through social media.
- b. **Sales promotion**, providing promotional coupons and discounts to new customer and seasonal and regular discount to loyal customers.
- c. **Public relation**, skin health campaigns and motivational campaigns are held by **Maybelline** to have a good public relation.
- d. **Digital marketing**, providing new product detail through mails or on social platforms like Facebook, Instagram

5. ANSOFF MATRIX

Oxford university press (2016) explained that Ansoff's matrix is a tactical tool made to help and guide businesses as they decide whether to expand their business. The Ansoff matrix offers organisations market penetration, market development, product development, and diversification as their four strategic alternatives. Depending on a range of internal and external factors, a firm or organisation may choose one of these four methods, or a mix of them.



the Ansoff matrix are divided into four strategies:

- i. Market penetration
- ii. Market development
- iii. Product development
- iv. Diversification

Figure7 : Ansoff matrix (Source: shorturl.at/klQS1)

The four strategies on Maybelline are discussed below:

- ❖ **Market penetration:** this is the strategy where a product is launched in an existing market with its existing product. Without necessarily altering the product or its outlook, further exploitation of the products . This will be achievable by implementing different pricing strategies that may draw in more customers, using promotional techniques, or expanding the distribution.
Maybelline at its maturity stage has used psychological pricing and the look of the product to remain in the existing market.
- ❖ **Market development:** Entering into a new market with an existing product is market development.
Maybelline focused on urban and working class women , now it has also targeted young and older women like 40 plus. With an addition of anti-aging element Maybelline entered new market and for the youth a highlighter based foundation was introduced.
- ❖ **Product development:** In an existing market when a new product is launched it is product development.

In an existing market of cosmetic, a new product like **Maybelline fit me foundation** is a new product that is suitable for all skin type and are scientifically tested.

- ❖ **Diversification:** Diversification is the development of new products for new markets. If Maybelline wants to enter a new market, it should concentrate on various target markets rather than only women.

Maybelline may decide to make men their new target market, and foundation bases tailored to the skin tones and types of men may likewise be developed. And all other features provided to women like anti-aging , sunscreen protection or moisturizer base foundation can also be provided to men.

6. PRODUCT LIFE CYCLE

The time between a product's release to the market and its removal from the shelves is referred to as the "product life cycle." This concept is used by management and marketing experts as a deciding factor when deciding if it is appropriate to improve advertising, cut pricing, enter new markets, or change packaging. As per Pettrillo(2021), The process of organising how to continuously support and sustain a product is known as product life cycle management.

The stages that the product has gone through from its introduction to the market to its maturity or decline stage are discussed in the life cycle of the product. The organisation can better grasp its position in the market and what

other measures to employ to maintain it by studying the life cycle.



Maybelline foundation is a product that was introduced to the market already in existence, and in order to keep it as a luxury brand, it had to compete strongly to advance to its growth stage. Numerous measures

were made to sustain it during the stages of growth and maturity, as will be detailed later.

I. INTRODUCTION STAGE OF MAYBELLINE FOUNDATION BRAND

Maybelline was renowned for its mascara, but when the foundation line was debuted, L'Oréal, the parent company and with its wide variety of shades availability attracted a lot of people. Given that it was introduced as a premium brand, the costs were set high.

Maybelline foundation product line was set for all age group of women therefore, to distinguish the brand it introduced **Maybelline fit me foundation** that where for the use of young audiences on June 7, 2017.

At this initial stage Maybelline has gained a lot of increase in sales and also have increased the brands awareness through various channels of communication like advertising, discount and offers.

II. GROWTH STAGE OF MAYBELLINE FOUNDATION BRAND

Maybelline was a success because there was a growing market for it and manufacturing rates had more than doubled since its launch. The rate of competition was also increased. therefore, different strategies were followed:

Increase in Product line strategy: Maybelline has expanded its product line and introduced variations in foundation like long-lasting base, water proof foundation, and twenty-four hours make up look in order to sustain profitability.

Celebrity involvement: Maybelline endorsed celebrities as the product's ambassadors at this point in order to draw the attention of target market.

Pricing strategy: the brand was introduced as a high premium brand and to remain in the market, psychological pricing strategy , which would influence the customers.

Competitors: At this point, several other rival brands, like Lakme, Relvon, and many more, entered the market, making things difficult for the brand. However, due to the parent company's value, the Maybelline brand managed to maintain its position and expand its promotion and marketing techniques.

Maybelline at this stage introduced new complementary products like primer, setting spray, highlighter which are required when using foundation.

The growth stage was stated in 2018 which was till 2020.

III. MATURITY STAGE OF MAYBELLINE FOUNDATION BRAND.

Maybelline has reached this maturity stage thanks to a strong marketing strategy and competition from other brands, but maintaining this position is exceedingly challenging given the entry of numerous other new technologically based brands. Therefore, Maybelline has employed a variety of various marketing techniques to maintain this stage, including the following:

Product filling: Maybelline has filled the gap left by the foundation's original intent to serve merely as a base for makeup by adding extra components to it.

Customers with sensitive skin, those who needed protection from the sun, and those who wanted to mask signs of ageing were among the latter group. Maybelline filled in all of these gaps not by introducing another cream or product, but by including these features in foundation it self.

Pricing effect: Maybelline's pricing approach, which is also part of its marketing plan, was high when it was first released and it hasn't changed. The clients can perceive that the brand is no longer luxurious as a result of the price change. Therefore, there was no change in price but the psychological pricing strategy is continued.

Social media and online marketing: Maybelline adopted new marketing strategies to keep its dominance. It was first to offer virtual foundation colour picking and online store purchase. The new strategy of having an influencer or YouTube vlogger review the brand was also adopted, which boosted the company's dependability.

Campaigns : Maybelline New York sponsored a number of ads that aided in brand promotion, but its rivals were doing the same thing. As a result, Maybelline launched initiatives to inspire women or advance their careers. This portrayed Maybelline's brand idea of empowering women with its natural beauty.

The brand is maintaining this stage till now. Always trying to introduce new variation and different marketing strategy.

IV. DECLINE STAGE OF MAYBELLINE FOUNDATION BRAND

Maybelline is still in its maturation stage and is maintaining it very well. There are some disadvantages to the brand if they are not looked into. The disadvantages are as follows:

Diversification: New market with new product must be introduced to gain a brand image.

Limited target: Only women are the target audience. Therefore, the target audience must be increased, and the new target audience should also be focused.

Other Luxury brand: Although Maybelline is a premium brand, it is still seen as a local brand because other luxury brands like Chanel, Christian Dior, Estee Lauder, etc. have maintained their strong positions. New strategies to compete with these brands must be created.

As a result, these factors must be investigated because they may have an impact on Maybelline's ability to maintain its maturity stage.

7. SUGGESTION OR RECOMMENDATION

- Studying the Ansoff matrix and product life cycle of Maybelline New York , it is important for the brand to go for diversification , where it can target men with foundation base products as per their skin requirments.
- Online shopping and retail marketing of the brand has made it image as a local brand instead of a premium brand, personal outlet should be established to create that premium brand image.
- Customization of product must be made available on online stores, questioning customers about their skin and recommending a specific type of foundation that suits the customers.
- Collaboration with Beauty and skin clinics
- As new innovative technologies are present in today's world, Maybelline can set up an app that helps the user understand make-up technique, which would be like a virtual salon suggesting what look goes with the outfit they are wearing.

8. CONCLUSION

To conclude, the marketing study of the Maybelline Foundation brand helped to understand the use and techniques of marketing. the micro and macro factors gave an idea about various factors that affect the company internally and externally. The marketing mix—the 4 Ps of marketing—defines Maybelline's marketing mix strategy. Along with this Ansoff matrix and product life cycle, it is possible to understand the threats and strategies that can be introduced to develop the brand image.

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