



The Body Shop

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“The business of business should not just be about money, it should be about responsibility. It should be about public good, not private greed”

– Dame Anita Roddick. Body Shop Founder.

Introduction

- ▶ Founded in :Brighton, England in the 1976
- ▶ Founder: Dame Anita Roddick
- ▶ Vision: The idea that a business should actually be a force for good
- ▶ No of stores: 3000
- ▶ Present in countries: 66
- ▶ Employee base: 22,000
- ▶ Ethically sourced methods used to get ingredients for products
- ▶ They are fair to their suppliers and farmers
- ▶ 100% vegetarian
- ▶ strictly against animal testing

Macro Environment



Micro Environment

Customers

Distributors

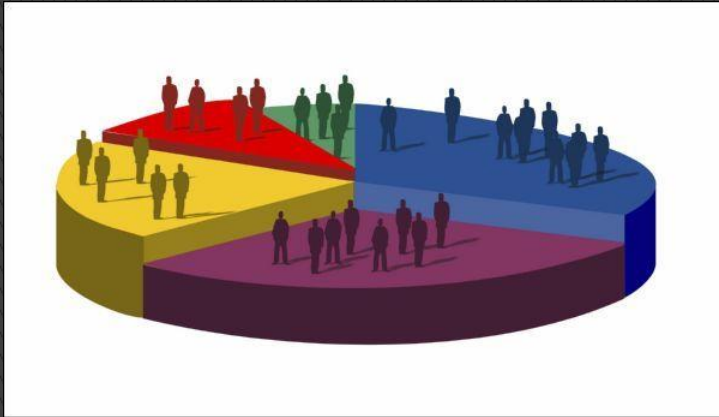
Suppliers

Competitors

Competitors

- ▶ The main competitors worldwide of The Body Shop are L'Occitane, Yves Rocher, Lush and Weleda.
- ▶ These brands are also focus on natural ingredients and environmental protection.
- ▶ This company is well-known internationally in the cosmetics industry and so takes part of The Body Shop's competitors.

Market segment: quality and price





- ☐ Strong image and brand presence
- ☐ Natural ingredients used to produce good quality and innovative products.
- ☐ Market leader in the niche market
- ☐ High brand loyalty
- ☐ Product differentiation



Weaknesses

- ▶ They do not have a direct marketing or advertising department
- ▶ no strong physical public awareness
- ▶ small number of retail stores in operation in UK
- ▶ products are either in the mature or decline stage of the product life cycle



- ▶ produced with natural material and ingredients
- ▶ increases the awareness towards organic and eco-friendly products
- ▶ utilizing technology, they can develop a stronger online presence
could target the ageing consumers who are willing to spend on products claiming anti-ageing properties.

THREATS

- ▶ huge competition in the industry
- ▶ The current harmful environment will affect unstable supplies of raw materials
- ▶ If UK faces financial crisis, The Body Shop is in the condition of decreased sales turnover



End to End Journey and Touchpoints



End to End Journey and Touchpoints

To better see how customer journeys work, let's look at a measurable and routine service event—say, a product query—from the point of view of both the company and the customer. The company may receive millions of phone calls with questions about its product, and it is imperative to handle each of these calls well. But when customers are asked to recall their side of the experience months later, it is highly unlikely that they would describe such calls simply as a “product question.” That's because the call has a context, and understanding it is the key to understanding customer journeys (Exhibit 1).

Application of end to end journey to the Body Shop



- ▶ see stores as the most effective platform to advertise themselves.
- ▶ a unique member club
- ▶ discounts and gift packages
- ▶ campaigns like give people free samples and show people the material of the product.
- ▶ Promote awareness

Recommendations

- ▶ Increase the target customer's perceived value for protecting the environment and the strength of natural ingredients
- ▶ Issue a marketing campaign with celebrities who stand for natural beauty
- ▶ Emphasize the importance of saving the planet
- ▶ Improve the trust in natural products
- ▶ Use of coupon system to make products cheaper
- ▶ Launch promotional campaigns
- ▶ Give more test samples to compensate for the high prices and show the good quality of the products.
- ▶ Use celebrities for advertising to increase effect

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