

2-Case.

European experience Yves Rocher in online sales

Yves Rocher is a leading European manufacturer of natural cosmetics. Since 1991, the brand launched its line of natural cosmetics in Poland, since then 104 stores have been opened. Yves Products Rocher can be purchased through 3 channels: online store, in an offline store, and also by telephone (mail order after telephone consultation).

Question: What solutions can you offer to increase sales through e-commerce? Give reasons for your proposals.