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**RAJAMAHENDRAVARAM, Andhra Pradesh, India –533296**



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**LAKME**

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**SAMHITHA DEGREE  
COLLEGE**

Tadithota, RAJAMAHENDRAVARAME.G.DISTRICT- 533101.  
 2020-2023

# SAMHITHA DEGREE COLLEGE

## DEPARTMENT OF PHYSICS



This is certify that the project entitled "**DIGITAL MARKETING**" with reference in a bonified work done by **N. Ramya** bearing **Regd No : 200927102027** during 2020 – 2023 in a partial fulfillment of the requirement of the awards of the Degree of the (B.sc) Bachelor of science in the department of physics **SAMHITHA DEGREE COLLEGE,**

**RAJAMAHENDRAVARAM.**

A blue ink signature, appearing to read "S. Ramya".

Internal Guide

A green ink signature, appearing to read "R. S. Ramya".

Head of the Institution

## ACKNOWLEDGMENT

This acknowledgment transcends reality of formalities when would have to express deep gratitude and respect to all those people behind the screen who guided, inspired and helped me for the completion for my project work.

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## **ABOUT THE COLLEGE**

### **BRIEF HISTORY OF THE COLLEGE**

In the historical city of Rajamahendravaram & on the serene bank of the pious Godavari River in the heart of the city , at Tadithotha Junction , Samhitha is situated proudly surving vast student community with a mission to impart value – based education to all students coming from various social , economic and cultural backgrounds. Samhitha Educational Institution , approved by Adikavi Nannaya University is a 15- year-old premier organaisation specialized in UG courses and has been being constituently ranked among the top Degree colleges in postal districts . In a parent survey conducted recently , Samhitha is considered one of the best educational institues in this regions , with a proven record of achivements and especially with its own spacious infrastructure.

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Besides the above we also offered Computer courses in B.sc and B.com . The College gives atmost importance for discipline which is well appericated by parents as well as by the students of the surrounding areas and also it is the one of the main reason for the growth of admission year by year .

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To be an institution of excellenece for holistic development creating a supportive , creative and productive learning environment which is acceesible , affordable & innovative and to instill prime human values and thoughtfulness in our students

# SMART BRIDGE INTERNZ ORGANISATION



Creating a smart internship organization involves implementing various strategies to optimize the internship experience for both the interns and the organization. Below are some key aspects to consider when setting up a smart internship organization:

**Clear Objectives:** Define specific objectives for the internship program. Clearly outline the skills and knowledge the interns will gain, as well as the value they will bring to the organization.

**Structured Program:** Design a well-structured internship program with a clear outline of tasks, projects, and learning opportunities. Providing a roadmap helps interns understand their role within the organization and how they can contribute effectively.

**Mentorship and Guidance:** Assign mentors or supervisors to each intern. Mentors can provide support, guidance, and regular feedback to help interns grow professionally.

**Real-World Projects:** Offer interns the chance to work on real-world projects that align with their interests and future career aspirations. This provides a practical learning experience and helps interns see the impact of their work.

**Regular Feedback and Evaluation:** Establish a system for providing regular feedback to interns about their performance. Conduct evaluations to assess their progress and identify areas for improvement.

**Networking Opportunities:** Facilitate networking opportunities for interns, such as meetings with employees, executives, or alumni. Encourage them to build connections that can be valuable for their future careers.

**Diversity and Inclusion:** Promote diversity and inclusion within the internship program. Encourage applications from individuals with diverse backgrounds and ensure a supportive and inclusive work environment.

**Work-Life Balance:** Recognize the importance of work-life balance for interns. Avoid overloading them with excessive work and encourage them to take breaks when needed.

**Performance Recognition:** Acknowledge and reward outstanding intern performance. Recognition can boost motivation and encourage interns to excel in their roles.

**Remote Internships:** Offer the option for remote internships to attract talent from different locations. Ensure that the necessary tools and communication channels are in place to support remote interns effectively.

**Continuous Improvement:** Regularly assess and improve the internship program based on feedback from interns, mentors, and supervisors. Adapt to changing needs and industry trends.

**Intern Alumni Network:** Create an intern alumni network to maintain connections with former interns. This network can serve as a valuable resource for future job opportunities and collaborations.

Legal and Ethical Compliance: Ensure that the internship program complies with all relevant labor laws and regulations. Provide interns with fair compensation and adhere to ethical standards.

By implementing these strategies, you can create a smart internship organization that not only benefits the interns but also adds value to your company by attracting top talent and fostering a positive and productive work environment.

## DIGITAL MARKETING



Digital marketing is the practice of promoting products or services with the help of digital devices and technology.

In simple words, digital marketing is any form of marketing that occurs online with the help of mobile, laptop, internet, etc. In addition to digital signage and technology that may not be connected to the internet. It can range from anything as complex as automated email marketing initiatives all the way down to the content choices on your website's blog.

Now, you know what is digital marketing, so let's proceed and know the types of digital marketing.

### Types of Digital Marketing

If you have a computer or a smartphone, as many of us do, you've experienced digital marketing. It could be an email in your inbox, a search result when using Google, an ad on Facebook, a text message sent to your phone, or a post by an influencer on Instagram. As you can see, internet marketing is an expansive field with many areas of specialization. The core forms of digital marketing, however, are:

#### 1. Search Engine Optimization (SEO)

Put, SEO consists of carefully structuring and optimizing your website's pages to achieve the

best position possible on search engine result pages (SERPs) when internet users perform a search on an engine like Google that's related to your business.

## 2. Paid Social and Paid Search Advertising

Ads that appear on social media are paid social ads, and all that seems on SERPs when you enter a query are paid search ads. Advertisers create these paid ads and compete with others for positions on their chosen social platform or the SERP for their selected search engine.

## 3. Email Marketing

Any marketing that occurs through email is known as email marketing, and it's not just for newsletters and coupons. All marketing-related interaction over email fits into this category.

## 4. Content Marketing

Every effort to market through online content is considered content marketing (and often employs SEO, paid search, and paid social advertising). For example, all these content types (and more) are grouped under the content marketing category:

- Blog posts
- Infographics
- Videos
- eBooks
- White papers

## 5. Affiliate Marketing

Affiliate marketing is a type of digital marketing in which companies reach out to third party websites to advertise their products and services. These are also known as referrals. The target audience of the affiliate website becomes important in this aspect of digital marketing. Some of the ways that affiliates are incentivized are based on:

- Registrations
- Email sign-ups
- Sales and
- Subscriptions

## 6. Mobile Marketing

Mobile Marketing is a type of digital marketing focused on reaching the target audience via mobile devices. We all are excessive users of mobile devices and there is a good chance of tapping on to their attention by following simple marketing strategies. Push notifications, emailers, social media posts, MMS, SMS, newsletters are a part of Mobile Marketing.

## 7. Social Media Marketing

Social Media Marketing is a practice that increases brand awareness, and helps brands achieve their marketing objectives. A wide range of content buckets are available for social media

marketing like videos, memes, static posts, trending posts, testimonials, stories, reels, etc.. If you perform SMM properly, there is a high chance that your conversion rates will increase, you will be able to build a good top-funnel traffic, and your paid marketing cost will go down.

Checkout: How to do Social Media Marketing?

Other types of digital marketing include marketing automation, design, apps, and SMS, web analytics, and growth hacking.

Why is Digital Marketing Important?

- It reaches a broad spectrum of internet users who spend their time and money online.
- It pins small businesses in top-ranking positions over brick-and-mortar firms with a meagre advertising budget.
- It provides businesses with laser-focused control to ensure target audiences read their messages.
- It allows personal-level marketing to provide comfort and security for customers to subscribe to the messages and purchase.
- It enables tracking ads and communicating with the target audience.
- It provides scaling and adaptability for growing businesses to get instant results and optimize accordingly, reducing lost revenues and wasted ad spend.
- It influences the purchase decisions of internet users who look for services, products, or anything they desire online.
- It allows businesses to market to people by various means that show individual respect.

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Does Digital Marketing Work For All Businesses?

Absolutely! It can work for any business and is not constrained to the niche or size. The prime motto of digital marketing is to understand the necessities and requirements of consumers and provide high-quality, relevant content for them. The following discusses how digital marketing works for two primary business branches.

- B2B Digital Marketing

The marketing agenda followed by most B2B businesses focuses on the logic and features of the product. There is little to no emotion involved in influencing the purchase decisions of these businesses. In simple terms, B2B Digital marketing doesn't rely on product promotion and focuses on how a business uses it.

- B2C Digital Marketing

This is the profitable stream to venture into digital marketing as it focuses more on product benefits. Since purchase decisions are influenced by emotions rather than just buying the

product, B2C businesses use a variety of forums to generate brand awareness and promote business to grow sales. This is because consumers no longer just want to know the brand's benefits. Instead, they want the brand to describe how the product will benefit them.

### Types of Digital Marketing

There are various specializations in digital marketing and how they can be used for effective interaction with digital media. So, if you want to make a career in digital marketing, you can gain deeper insights into these strategies.

- Search Engine Optimization

Search engine optimization (SEO) is technically a marketing tool rather than a form of marketing. It makes the web pages attractive on the search engine results page (SERP) to ensure websites gain the highest possible ranking. This tool thrives on these four elements - user engagement, quality of content, quality and number of inbound links, and mobile-friendliness.

- Content Marketing

Relevant and engaging information can affirm strong relationships through any channel, and many statistics are available to prove it. So, unlike traditional advertising, content marketing aims to entice leads to convert into customers. The different types of content include blog posts, e-books, newsletters, video or audio transcripts, whitepapers, and infographics.

- Social Media Marketing

Social media marketing refers to creating online brand awareness and driving traffic by engaging people in discussions. It features built-in engagement metrics to understand your audience, along with the number of shares, comments, or total clicks to your website.

- Pay-Per-Click Marketing

Pay-per-click (PPC) is a form of digital marketing that procures payment from you with every click on your digital ads. In this method, you can choose your target conversions and track them through your picked digital marketing channels to check your campaign status.

- Affiliate Marketing

This digital marketing strategy allows you to make money by advertising the business of another person or organization. Working on a revenue-sharing model, you can get a commission whenever customers purchase the items you promote.

- Native Advertising

This is a disguised digital marketing technique that aims to blend with enveloping content, making it less evident as advertising.

- Influencer Marketing

Like affiliate marketing, influencer marketing depends on working with a reputed influencer with a large following to endorse your products or services to their followers. This is an effective strategy to reach a broader and newer audience.

- Marketing Automation

This method utilizes software to boost the relevance and efficiency of advertisements in digital marketing campaigns. Also, it improves the engagement between you and your audience.

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- Email Marketing

This includes sending a promotional message to ensure prospective buyers click on it. It helps you to personalize the content of the subject line and the body to interact and appeal to the subscribers. However, marketing emails also include a signature to opt out of the subscription and integrate promotional and transactional emails.

- Mobile Marketing

Mobile marketing lets you amuse your target audience on smartphones and tablets. Here, the content is optimized for mobile devices to have effortless, long-run marketing with excellent customer interaction to boost sales and revenue.

#### Benefits of Digital Marketing

Digital marketing has become hugely popular in such a short period, and for a good reason. Today's customers and clients spend an increasing amount of time online, and they expect their favorite companies to be online, too.

The internet landscape might seem intimidating, but effective digital marketing can be an enormous boon for business. With careful strategy and implementation, the benefits of digital marketing on business include the expansion of the audience, meeting target customers

where they're spending their time, and achieving this for a far more affordable price than traditional marketing methods allow.

For these reasons and more, more than 60 percent of marketers have moved their focus from traditional to digital marketing.

#### How Digital Marketing Works?

While the benefits of digital marketing are plentiful, understand that each form of internet marketing functions in its way. Companies would be wise to assess the bigger picture before determining which forms of digital marketing in which to invest and which platforms to use. It's generally recommended to crawl before you walk—start small with your online marketing strategy and grow as the company becomes accustomed to different areas.

Digital marketing is hugely helpful to firms in that it allows them to grow their audience as far as their budget allows. On the other side of the coin, internet marketing offers companies the chance to focus clearly on marketing to the right audience. In other words, a firm may reach the perfect target clientele on a local, national, or international stage, all while staying on budget.

## Why Choose a Career in Digital Marketing?

Unsurprisingly, the demand for digital marketers is on the upswing. As more and more companies learn the value of internet marketing, job opportunities in the area continue to rise. Career prospects for advertising, in general, are durable, with an above-average expected growth rate of 9 percent.

### How to Start a Career in Digital Marketing?

To get started with your digital marketing career, you need two main elements in your background: education and experience. The good news is that employers aren't necessarily seeking job candidates with marketing degrees or years of experience, as they may need

people with skills that aren't yet taught in college. Luckily there are plenty of great resources online to learn the tools of the trade. If you lack experience, consider doing the following:

- Volunteer for a nonprofit that needs digital marketers
- Apply for a local internship
- Start your blog and offer your insights and opinions about digital marketing
- Enroll in online courses and certifications to enhance your

### Digital Marketers Salary and Future

The prospects for the job market for digital marketers are very positive. With so many areas of specialization and lots of demand for content creation and curation, social media strategy, and analytics, it's a great time to enter the field.

A significant increase in demand for marketing professionals is projected as well. According to PayScale, the average salary of a Digital Marketing Specialist in India is Rs.348,928, and in the US is \$50,111. The salary of a Digital Marketing Manager in India is Rs.541,919, and in the US is \$66,808. Since today's job market needs talent, no matter the industry, you can negotiate for higher salary and benefits depending on the job, skills, and expertise you bring to the table.

### Digital Marketing Roles and Responsibilities

Job responsibilities for digital marketers will vary depending on experience and specialization.

For example, an SEO specialist will understand all aspects of SEO, including the know-how to drive organic traffic, identify and evaluate high-quality content, and make competitor analyses.

On the other hand, a social media manager will devise a social media strategy in line with the identity of the brand, define a communication style and a content strategy, create and adapt the content for each social media network, and stay up-to-date on the latest digital marketing trends.

Now, as you are well versed with the understanding of what is digital marketing, its type, benefits, roles, and responsibilities let's have a look at the difference between inbound marketing and digital marketing.



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# CHAPTER-1

## INTRODUCTION



# INTRODUCTION

High priestess of sacred Indian temple meets English army officer who's unwittingly strayed into holy ground. They fall in love. Her orthodox father vows vengeance... That's the story of Lakmé, a 19th century opera written by Frenchman Leo Delibes, from which Simone Tata borrowed the name Lakmé (French for Lakshmi, the name of the priestess).

The current size of the Indian cosmetic market is approximately US\$ 600 million. Of this, the fastest growing segment is color cosmetics, accounting for around US\$ 60 million of the market. Industry sources estimate a rapid growth rate of 20 percent per annum across different segments of the cosmetics industry reflecting an increasing demand for all kinds of beauty and personal care product. Growth has come mainly from the low and medium-priced categories that account for 90 percent of the cosmetics market in terms of volume.

Even with a 20 percent average growth rate, the per capita consumption of cosmetics is very low in India. Current per capita expenditure on cosmetics is approximately US\$ 0.68 cents as compared to US\$ 36.65 in other Asian countries. **However, with changing lifestyles, higher disposable incomes, increasing advertising, penetration of satellite television, awareness of the western world and growing importance of beauty pageants, there have been significant changes and use of cosmetics is on the rise.**

Lakme, a brand originally introduced by the Tata group of India, now bought over by Hindustan Unilever (HUL) of the Unilever group, Tips & Toes, another domestic player, and Revlon dominate the US\$ 60 million color cosmetics market. Multinationals, Revlon of the U.S. and L'Oreal's Maybelline has a dominant share of the small premium lipsticks and nail enamels market. Mass-market products account for a major share, while the premium segment accounts only for a mere 9 per cent in lipsticks and 5 per cent in nail enamels. Lipsticks account for

nearly a third of the market at US\$ 21 million, while the market for nail enamels is estimated at around US\$ 23 million. The color cosmetics segment is very competitive and has a high penetration level of 80 percent.

The skin care market in India is estimated at US\$ 180 million. Within the last decade, this segment has seen many consumers slowly shift from the mass to the premium end of the market. **The penetration rate is high in the skin-care segment as compared to color cosmetics.** In the skin-care segment, price and volume played an equal role in value growth. Moisturizing lotions, fairness creams and face cleansers are the popular categories in the skin-care segment and account for approximately 60 percent of the skin-care segment. The major players in this segments are Lakme, Ponds, Fair & Lovely of the HUL group with a 50 percent market share, followed by players such as J.L. Morison that markets the Nivea range of products in India, Godrej and Revlon. Penetration levels of international cosmetics brands in India are still low. Foreign brands currently constitute only 20 percent of the market. A major reason for low penetration of international brands can be attributed to high pricing. These companies initially gained sales on their international brand image, however, repeat purchases were not forthcoming and to retain their sales growth, several foreign companies reformulated price strategies to tap the large Indian middle class. Urban women in the middle and upper income groups in the age range of 23-50 is the target group for international brands, as this group looks for better products and is willing to pay a premium for international quality products. Industry estimates suggest that there are close to 10 million such women in India.

## **Executive Summary**

Our objective in this assignment was to devise a marketing strategy for the mp3 players of Philips India Ltd. In this process we studied the varied elements of the marketing mix and how they interact in the case of the digital music player industry.

The methodology given in the course outline has been strictly followed for this assignment. The Indian mp3 player industry promises tremendous growth in the future which had opened new opportunities for the companies. The industry witnessed a growth of 116% in 2007 and promises a compounded growth of 77% till 2010. Using its technical expertise in a technology driven industry, Philips can capture a good portion of the market. However, the competition is intense and Apple enjoys a substantial 70 % of the market. Therefore, Philips is required to continually redefine its offerings, in order to stay relevant in the market.

In this assignment, we have taken these considerations into account and framed a strategy for the company with respect to its product, price and promotion. Widespread growth of internet has made it an important marketing tool and thus, we have formulated an online marketing plan for the company as well. We have also devised a budget for the above mentioned plans.

With the help of product innovation, new pricing and distribution strategy, Philips can attempt to increase its market share and reap benefits of the growing mp3 players industry.

# COMPANY PROFILE



Half a century ago, as India took her steps into freedom, Lakme, India's first beauty brand was born. At a time when the beauty industry in India was at a nascent stage, Lakme tapped into what would grow to be amongst the leading, high consumer interest segments in the Indian Industry - that of skincare and cosmetic products. Armed with a potent

combination of foresight, research and constant innovation, Lakme has grown to be the market leader in the cosmetics industry. Lakme today has grown to have a wide variety of products and services that cover all facets of beauty care, and arm the consumer with products to pamper herself from head to toe. These include products for the lips, nails, eyes, face and skin, and services like the Lakme Beauty Salons.

### **Lakmé history:**

In 1995, Lakmé Ltd (a Tata Group company) and HLL formed a 50:50 venture Lakmé Lever that would market and distribute Lakmé's products. In 1998, Lakmé sold its brands (and the 50 per cent it owned in the JV) to HLL, renamed itself Trent and entered a different business (retail). Only, the years between 1995 and 2000 saw HLL wrestling with several issues with a bearing on Lakmé's future. A brand that has over 5 decades talked of beauty is none other than Lakmé. Launched in 1952, it offered a range of cosmetics with nail polishes & lipsticks from the early 80's. Lakmé also understands the importance of maintaining and accentuating a women's natural beauty, for this it has introduced a range of skincare products from 1987. These ranges have been constantly innovated to bring specialized beauty care and complete the range for the definitive women.

A brand that has over 5 decades talked of beauty is none other than Lakmé. Launched in 1952, it offered a range of cosmetics with nail polishes & lipsticks from the early 80's. Lakmé also understands the importance of maintaining and accentuating a women's natural beauty, for this it has introduced a range of skincare products from 1987. These ranges have been constantly innovated to bring specialized beauty care and complete the range for the definitive women.

Chopra accepts that distribution has been the company's Achilles heel for some time: "The supply-chain hasn't been as robust as it should have been, but that has been the result of our efforts to reposition and reintroduce the brand." The positioning bit, although complex, is clear: Ponds is Lever's primary skincare brand; Lakmé, its aspirational colour cosmetics brand, which also has a presence in skincare.

The 'aspirational' qualification would mean Lakmé would compete at what the company terms the 'upper-mass' (premium) end of the colour cosmetics spectrum (products priced between Rs 85 and Rs 250) where a slew of competitors, ranging from Revlon (through Modi Revlon) to Chambor, are already slugging it out. Says Meghna Modi, 26, Executive Director, Modi Revlon: "The numbers say it all. According to ORG-MARG's retail audit, we have an 84 per cent share of the premium end of the colour cosmetics market." Chopra is quick to rubbish this claim; he says ORG-MARG does not have a representative sample of the 60,000 outlets through which colour cosmetics are sold in India.

Still, it is conceivable that Lakmé's new-found aspirational strategy could have been brought about by competitors like Revlon and Maybelline, which targeted this segment. Indeed, the company's non-transfer lip-colour range follows in the wake of Maybelline's launch of a similar range, and its new nail-enamel colours come soon after Maybelline and Revlon launched their nail-enamel range. The company's defense is that it takes at least 15 months from the conceptualization to the actual launch of products.

And fashion consultants like Meher Castelino believe the brand commands an edge at the high-end: "By appropriating the fashion platform for itself, Lakmé has entrenched itself at the glamour-end."

**Company Logo.**

**LAKMÉ**

If you want to know anything else about **the Lakmé Cosmetics Company**. Please comment below we will try to provide information.

Lakmé is an Indian cosmetics brand, owned by Hindustan Unilever. It was named after the French opera *Lakmé*, which itself is the French word for goddess Lakshmi who is renowned for her beauty. It was started in 1952 as a 100% subsidiary of Tata Oil Mills, famously after Prime Minister Jawaharlal Nehru was concerned that Indian women were spending precious foreign exchange on beauty products and persuaded JRD Tata to manufacture them in India. Initially it was called Lakshmi beauty products later rebranded it to Lakmé and <sup>[1]</sup> Simone Tata joined the company as director and went on to become the chairperson.<sup>[2]</sup> In 1998, Tatas sold their stake in Lakmé to Hindustan Unilever<sup>[3]</sup> for ₹200 crore (US\$48.46 million).<sup>[4]</sup>

Lakmé mainly sells coloured cosmetics products such as [lipsticks](#), [eyeliners](#) and [skincare](#) cream. In December 2018, it launched its e-commerce platform.<sup>[5][6]</sup> As of 2021, Lakmé also runs 485 beauty salons under Lakmé Lever.<sup>[7]</sup> The company is the title sponsor for [Lakme Fashion Week \(LFW\)](#), a bi-annual [fashion week](#) which takes place in Mumbai.<sup>[8]</sup>

Lakmé has [Shraddha Kapoor](#), [Kajol Devgn](#), [Kareena Kapoor](#), and [Ananya Pandey](#) as brand ambassadors.<sup>[9][10][11]</sup> In *The Brand Trust Report* 2012, Lakme was ranked 104th among India's most trusted brands and following year it was ranked 71st on the list. In 2014, Lakme was ranked 36th among India's most trusted brands according to the *Brand Trust Report* 2014.<sup>[12]</sup>

**Cosmetics:** Lakmé provides Various products in Cosmetics. Every women wants to look beautiful, so Lakme is the brand who makes products for every skin type.

**Here is the list of Lakmé cosmetics:**

- Lipsticks
- Eye Liner
- Foundation
- Primer
- Blush
- Kajal
- Mascara
- Highlighter
- Nail paint
- Lip Gloss
- Lip Liner
- Eyeshadow

## **products:**

- Face Mask
- Face Serum
- Moisturizer
- Body lotion
- Natural Aloe Vera Gel
- Sunscreen SPF
- Facial Kit
- Face Cleansers & Removers
- Face Wash
- Face Cream

**Salon Services:** Lakmé also provides salon services near by you. So book your salon at home and enjoy the services.

## Here is the list of Lakmé Salon services:

- Candy Crush Pedicure & Manicure
- Lakme Salon – Beauty sutra facialBeauty Sutra Facial
- Lakme Salon – Beauty Sutra Hair spaBeauty Sutra Hair Spa
- Lakme Salon – The Gen-Next Bridal Collection 2020The Gen-Next Bridal Collection 2020
- Everyday Glam Makeup

## Overall Rating



## Rating in categories

- |   |   |
|---|---|
| <span style="color: green;">★</span> <b>4.3</b> Skill Development | <span style="color: yellow;">★</span> <b>4.0</b> Salary & Benefits      |
| <span style="color: green;">★</span> <b>4.1</b> Job Security      | <span style="color: yellow;">★</span> <b>3.9</b> Work Satisfaction      |
| <span style="color: green;">★</span> <b>4.1</b> Company Culture   | <span style="color: yellow;">★</span> <b>3.4</b> Promotions / Appraisal |
| <span style="color: green;">★</span> <b>4.0</b> Work-Life Balance |   |

## People are getting interviews through

based on 9 Lakme interviews



22% candidates got the interview through other sources.

#### **1.4 NEED FOR THE STUDY**

Customer satisfaction plays an important role within every business. Not only is it the leading indicator .To measure customer loyalty, identify unhappy customers, reduce churn and increase revenue, it is also a key .Point of differentiation that helps you to attract new customers in competitive business environments.

- It's a leading indicator of consumer repurchase intentions and loyalty.
- Now a days the Customers are very brand conscious.
- It reduces customer churn and increases customer lifetime value.
- Positive branding can be achieved by excellent customer service.
- Happy customers are returning customer.

## **1.5 SCOPE OF THE STUDY:**

- This study uncovers the impact, utility and effectiveness & efficiency of marketing strategies of Lakme on the success of cosmetic industry. A special emphasis is laid down on Lakme cosmetics.
- The project begins with detailed information about marketing strategies and the impact of measuring customer satisfaction in cosmetic industry. Further, it covers topics as data collection tools and research methodology used for the project.
- Then it gives a complete analysis of the data collected and it is then used to reach to a conclusion. The study took nearly 2 months to complete.
- The study is useful for the better understanding of marketing strategies towards the Lakme cosmetic industry. For the purpose of this study, a questionnaire was designed based on different parameters to judge and understand the consumer behavior towards Lakme cosmetics.
- Target group of the project was mainly Lakme customers. As this study is confined to Lakme, it covers an analysis of consumer behavior, attitude, perceptions, marketing strategies and satisfaction with respect to Lakme as a BRAND in cosmetic industry.
- The study takes into account the customers of Lakme in New Delhi and Gurgaon.

### **3.8 PERIOD OF STUDY**

The duration of study is from DECEMBER 2020 to March 2021 which is a three months of study.

### **3.9 LIMITATIONS**

- Geographical scope of the study was limited to a small area, which may not represent the whole sector of India.
- Size of the sample is 150, which is, of course small in comparison to entire population.
- Due to limitation of time only few people were selected for the study

## 1.6 OBJECTIVE OF THE STUDY

- To understand the expectations and requirements of all the customers.
- To examine the trends over time in order to take action on a timely basis.
- Establishing priorities and standards to judge how well company has met the goals.
- To analyze the awareness of the products of Lakmé.
- To study that towards which brand the customer is attracted more on the basis of price Lakme.
- To know about the promotional activity performed to influence the customers.



Lakme was probably India's first beauty brand. Ahead of its times, Lakme tapped into what grew to be amongst the

leading, high consumer interest segments in the Indian Industry - skincare and cosmetic products. Lakme has since then grown to be the market leader in the cosmetics industry in India.

### **Problem Statement**

Lakme wanted a faster and deeper PAN India roll out and Franchising was chosen as an independent growth strategy by the company. The broader work category involved a Project Development plan as well as Marketing & recruitment of franchisees in a PAN India roll out plan.

### **Proposed Solution**

Francorp has consulted Lakme in all stages of Franchise Development – starting from business model development to the execution with special emphasis on following aspects:

- Concept verification & proof of concept
- Benchmarking analysis
- Recommendation for the business model

### **Impact Of The Engagement**

Extension of Lakme from a product brand into a service brand and creating a business format for the service offering - thus making it more relevant to the consumer.

## SWOT ANALYSIS of LAKME

### **Strengths:**

- Local brand of specific relevance to India.
- Strong R&D capability well linked with business.
- Integrated supply chain and well spread manufacturing units.
- Ability to deliver Cost Savings.
- Access to Unilever global technology capability and sharing of best practices from other Unilever

### **Weaknesses:**

- Price positioning in some categories allows for low price competition.
- Varying quality range in its products.
- Falling Quality of Lame salons

### **Opportunities:**

- Brand growth through increased consumption depth and frequency of usage across all categories.
- Upgrading consumers through innovation to new levels of quality and performance.
- Building brand image by collaborating with top designers in Lakme Fashion week

### **Threats:**

- Aggressive price competition from local and multinational players.
- Spurious/counterfeit products in rural areas and small towns.

- Non Existence of brand image in long Run

## **Everything a girl wants**

Lakmé has a wide range of products in color cosmetics that bring visible results. To add to this vast repertoire is a range of specialized skin care products for the discerning women. Keeping skin looking healthy and glowing is also a part of looking great. Lakmé provide the complete package with the skin care range and the wide range of colors to spice up the look.

### **Lakme products**

#### **Colours**

From the spicy shades to the flattering look, Lakme offers a range of products in the face, lips, eyes and nail segment for the beauty aficionados.

#### **Face**

Lakmé Daily Wear Soufflé ,Lakmé Perfecting liquid Foundation - Lakmé Radiance Compact , Lakmé Flawless Matte Complexion Compact

#### **Lips**

Lakmé Enrich Lipcolor - . Perfecting Definition Lip Pencil - Starshine Lipgloss - Glosses in lustrous shades available in 14 shades.

## **Eyes**

From dramatic to natural look- a wide range of products are on offer to create the perfect eyes.

1. Lakmé Kajal:
2. Lame Insta Eyeliner eyelids
3. Lakme Lakmé Shimmer Eye Cube:

## **Nails**

True Wear Nail Enamel -Nail Enamel with Lacquer-like finish. Contains resins and silicone with colour lock technology that gives brilliant long lasting shine

## **Skin**

For radiant skin Lakmé is there to pamper your skin with specialized products for the diva in you.

## **Cleansing**

Strawberry Silk Splash Face Wash , Lakmé Fundamental Deep Pore Cleansing Milk -

## **Moisturizing**

1. Lakmé Fundamental Peach Milk Moisturiser skin.
2. Lakmé Fundamental Winter Care Lotion -

## **Sun Protection**

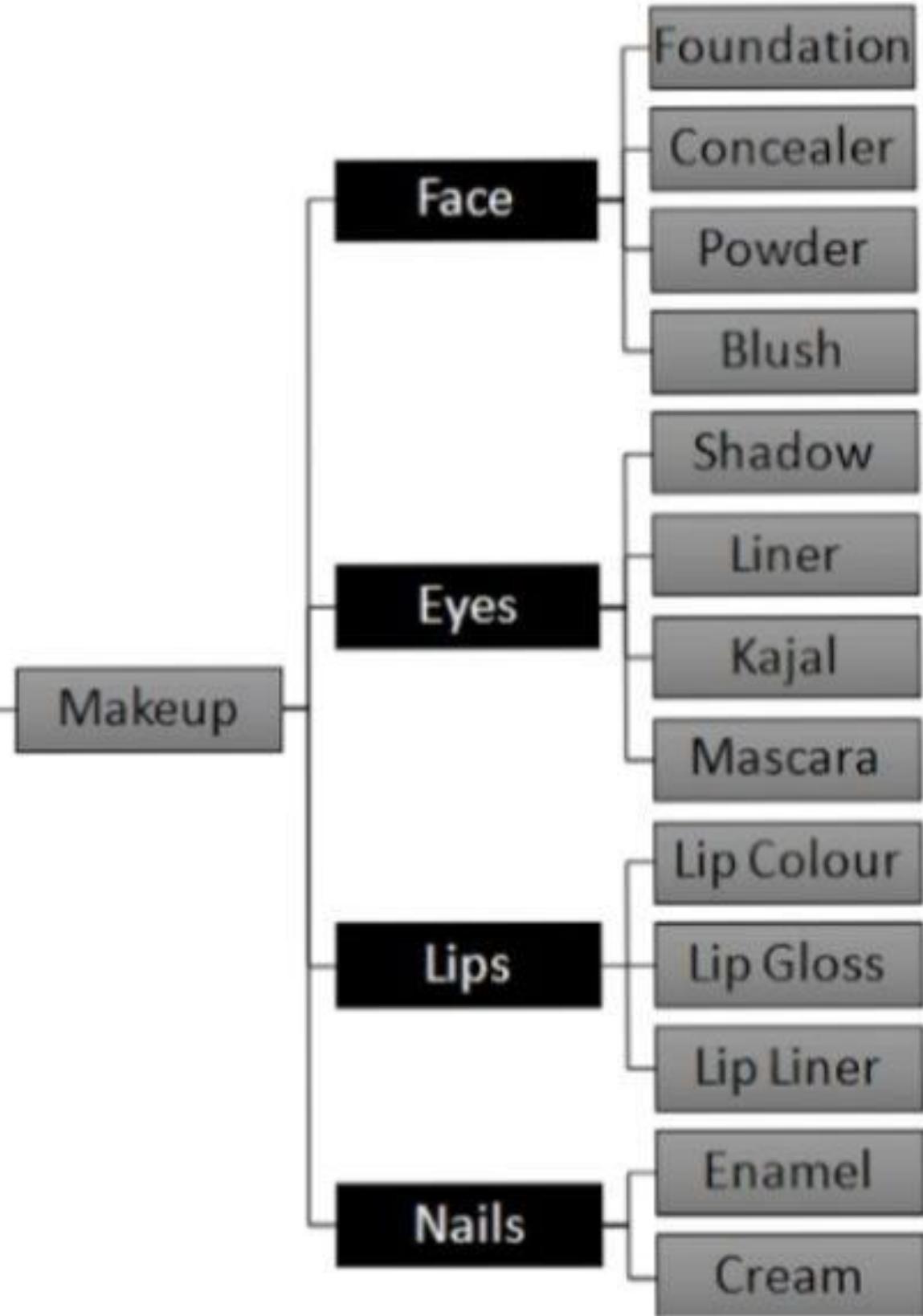
The range comprises of lotions to keep your skin healthy and younger looking.

## **FINDING & ANALYSIS**

1. After the data analysis I reached the conclusion that around 50% respondents are use Lakme product for their Facial purpose.
2. 70% respondents said that they are loyal to Lakme product.
3. 60 % respondents said that Lakme provide them quality products.
4. During analysis 39 % respondents said that L'Oreal, 22% Revelon, 18% said Oriflame, 8% BlueHeaven, 7% said Lissome, and 6% said other brands for using except Lakme.
5. Most of the respondents go for quality (36%) in cosmetic products.
6. 65% respondents said that price level of Lakme product is optimum.
7. 83% respondents said that celebrity endorsements in advertisements attract them towards Lakme products.
8. 47% respondents said that Lakme should have to increased their product range.

- ✓ Promotions beyond fashion week
- ✓ The brand should not lose its focus away from cosmetics. It can prove to very detrimental.
- ✓ For vast reach **unlikely**, in the short-term. “Some sort of an alliance or co-branding with the salons that already exist may, perhaps, have been a better strategy.
- ✓ The general perception is that company-owned salons are expensive. Though Lakme beauty salons are reasonably priced, it has not been communicated well enough.

Lakme India

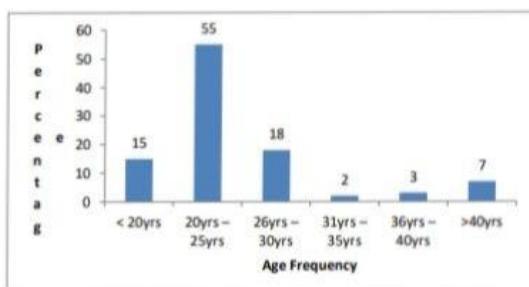


**Table 3.1: Age of respondents**

Age	No. of Respondents	Percentage(%)
< 20yrs	9	15
20yrs – 25yrs	33	55
26yrs – 30yrs	11	18
31yrs – 35yrs	1	2
36yrs – 40yrs	2	3
>40yrs	4	7
<b>Total</b>	<b>60</b>	<b>100</b>

*Sources: Primary Data***Interpretation**

- ❖ 55% of respondents belong to the age group between 20yrs to 25yrs
- ❖ 18% of respondents belong to the age group between 26yrs to 30yrs.

**Chart 3.1: Age of respondents**

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**Table 3.2 Gender of respondents**

Gender	No. of Respondents	Percentage(%)
Male	33	55
Female	27	45

*Sources: Primary Data***Interpretation**

- ❖ 55% respondents are male
- ❖ 45% respondents are female

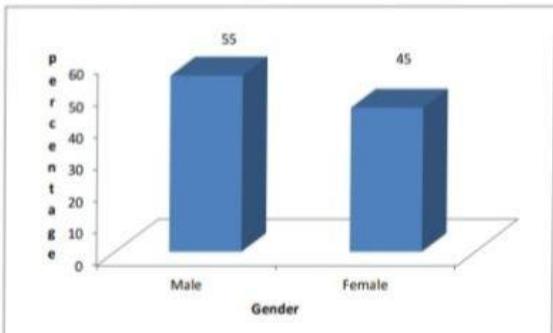


Table 3.3: Awareness of Lakme Product

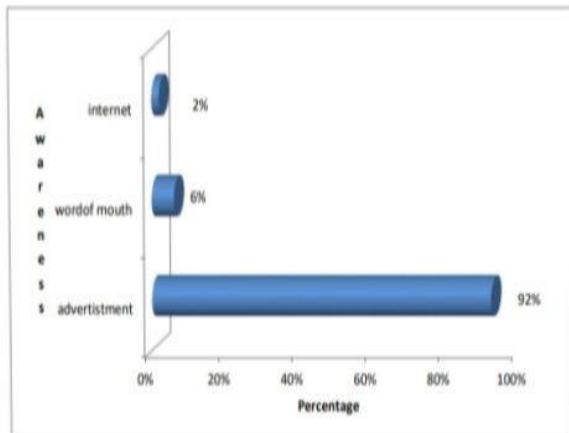
44

Awareness	No. of Respondents	Percentage(%)
Advertisement	47	92
Word of mouth	03	06
Internet	01	02
Total	51	100

*Sources: Primary Data***Interpretation**

From the above table it is evident that 92% of respondents got awareness through advertisements and 6% of respondents obtained awareness through word of mouth.

Chart 3.3: Awareness of Lakme Product



16

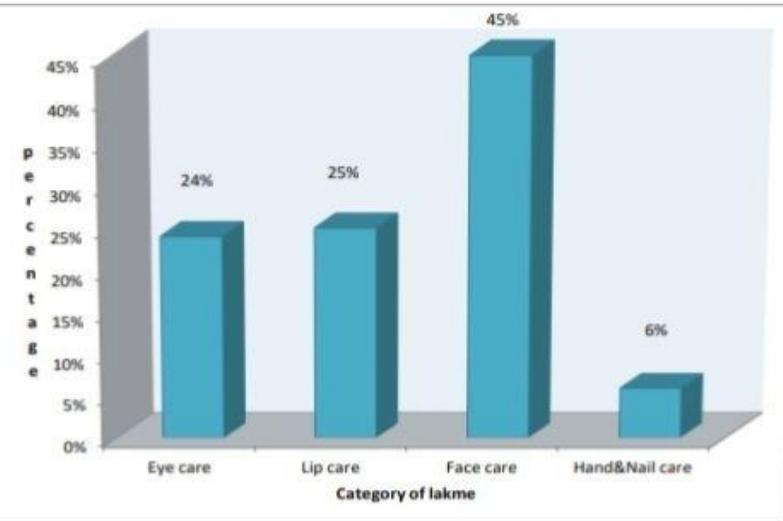
22/39

Table 3.4:Category of Lakme product used

Products	No. of Respondents	Percentage(%)
Eye care	12	24
Lip care	13	25
Face care	23	45
Hand & Nail care	03	06
Total	51	100

**Interpretation**

From the above table it is clear that 45% of the respondents use face care products and 25% of the respondents use Lip care products.



17

Table 3.5:Duration of usage

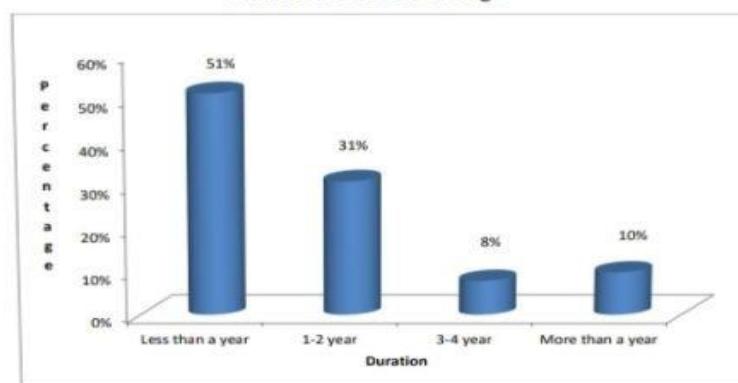
Year	No .of Respondents	Percentage (%)
Less than a year	26	51
1-2 year	16	31
3-4 year	4	08
More than 4 year	5	10
<b>Total</b>	<b>51</b>	<b>100</b>

Sources : primary Data

**Interpretation**

From the above table it is shown that 51 % of the respondents are less long using this product 31% of the respondents are long using the product.

Chart 3.5:Duration of usage



## 9. THE MAJOR PRODUCTS AND SERVICES OFFERED BY LAKME AND ITS COMPETITORS:

46

Among the many businesses in the same sector, 10 firms are regarded as significant rivals who provide their customers with comparable products and services. These companies are listed as the top 10 Cosmetic companies during 2018. The major products and services provided by Lakme and its competitors in same industry is depicted in Table 5 [30].

**Table 5:** Products and services offered by Lakme and its competitors

S. No	Company	Industry	Products and services
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Electronic copy available at: <https://ssrn.com/abstract=3497696>

1.	Lakme	Personal Care	Face, Body, Hair, Nail and services through Lakme Beauty Salons, online services.
2.	Lotus	Herbal and Ayurvedic	Face care, sun care, white glow, anti-aging, bath and body care, hair care, lip care, facial kit, eye care, baby care.
3.	Biotique	Personal Care	Men and women Ayurvedic skin products
4.	L'Oreal	Personal Care	Colouring products, hair care makeup and skincare products.
5.	Shahnaz Husain	Herbal and Ayurvedic	Herbal products and Ayurvedic treatment.
6.	Revlon India	Personal care	Makeup Cosmetics, Hair colour, Nails and Beauty tools and service though online Revlon Professional services.
7.	Maybelline	Cosmetics	Makeup, Eyebrows, lip, nailcare products, online sales.
8.	Himalaya	Health care products	Pharmaceuticals, personal care, baby care, well-being, nutrition and animal health products.
9.	Color Bar	Cosmetics	Beauty and skin care products, online services.
10	Elle 18	Health and Beauty	Cosmetics and online services.

## 10. FINANCIAL STATUS:

The summary of the financial status of the Lakme Company for the financial year ending on March 31, 2018. Actual numbers and more financial data are included in the purchased financial report, updated until March 31, 2019\* (Table 6).

**Table 6:** Financial status for the financial year ending March 31, 2018

<b>Operating Revenue</b>	INR 100 cr – 500 cr
<b>EBITDA</b>	0.32%
<b>Net worth</b>	12.75%
<b>Debt/Equity Ratio</b>	0.43
<b>Return on Equity</b>	11.31%
<b>Total assets</b>	0.64%
<b>Fixed assets</b>	-4.00%
<b>Current assets</b>	-25.01%
<b>Current liabilities</b>	59.55%
<b>Trade Receivables</b>	-1.48%

India's Leading Online Cosmetics Store Choose From A Wide Range Of Beauty products & Cosmetic products.

The contemporary Indian beauty expert - Lakmé continuously innovates to offer a wide range of high performance and world class cosmetics, skincare products, and beauty salons. Combining international cosmetic technology with an in-depth understanding of the Indian woman's needs, Lakmé also offers its consumers a comprehensive beauty experience through its products that are ideal for a variety of Indian skin tones.

## 7. SWOC ANALYSIS :

48

Lakme's SWOT analysis identifies its strengths, weaknesses, opportunities and challenges [19]. The strengths and weaknesses in Lakme SWOT Analysis are the internal constructs, whereas the external constructs are the opportunities and challenges. SWOT Analysis is a demonstrated framework that allows a brand like Lakme to benchmark their company to compete against rivals in its industry. Lakme is one of the FMCG sector's leading products manufacturer. Table 3 lists Lakme strengths, weakness, opportunities, and challenges.

**Table 3:** The SWOC Analysis of Cosmetic product Lakme

Constructs	Features
Strengths of cosmetic products of Lakme	<ul style="list-style-type: none"> <li>➢ Local brand of particular Indian relevance</li> <li>➢ Strong capacity for R&amp;D, well connected to company.</li> <li>➢ Integrated supply chain and well distributed production units.</li> <li>➢ Cost savings potential.</li> <li>➢ Access to the global technology resources of Unilever and discuss best practices with others</li> </ul>
Weakness of cosmetic products of Lakme	<ul style="list-style-type: none"> <li>➢ The price of Lakme product is very high for Indian customers.</li> <li>➢ The range of quality of its products varies.</li> <li>➢ Dropping lame salon quality.</li> </ul>

Electronic copy available at: <https://ssrn.com/abstract=3497696>

Opportunities for cosmetic products of Lakme	<ul style="list-style-type: none"> <li>➢ Brand growth by increasing usage depth and frequency across all categories.</li> <li>➢ Improving customers to fresh levels of quality and efficiency through innovation.</li> <li>➢ Brand image building through collaboration with top Lakme fashion designers.</li> </ul>
Challenges for cosmetic products of Lakme	<ul style="list-style-type: none"> <li>➢ Aggressive local and multi-national cut-throat competition.</li> <li>➢ Falsified perception products in rural and small town limits.</li> <li>➢ Long-term non-existence of brand image.</li> </ul>

## 8. COMPETITORS OF LAKME COMPANY:

Lakme, which produces, markets and sells beauty and cosmetic products around the globe, and is India's number one selling brand [28]. In the beauty care industry, there are a large sum of Lakme rivals competing among themselves to boost their profitability. Table 4 shows the lists of the competitors of Lakme on the basis of top performed companies, year established, founded and annual turnover [28-29].

**Table 4:** List of Top Performed Companies in 2018

S. No	Name of the Company	Established on	Founder	Annual Turnover
1.	Lakme	1952	Simone Tata J.R.D Tata (owned by Unilever)	\$49.9 M
2.	Lotus	1993	Kamal Passi	\$1.7 M
3.	Biotique	1984	Vinita Jain	\$ 3.3 M
4.	L'oreal	1909	Jean-Paul Agon	\$31.1 B
5.	Shahnaz Husain	1970	Shahnaz Husain	\$37.7 M
6.	Revlon India	1995	Charles Revson, Charles Larchman, Joseph Revson	\$2.5 B
7.	Maybelline	1915	Thomas Lyle Williams	\$95 M
8.	Himalaya	1930	M. Manal	\$25 B
9.	Color Bar	2004	Samir Modi	\$2.5 M
10.	Eile 18	1998	Owned by Unilever	\$14.4 M

# and Case Study

Lakmé is a well-known Indian cosmetics brand that has successfully implemented digital marketing strategies to connect with its target audience.

While I don't have access to specific case studies or detailed information about Lakmé's digital marketing strategy, I can provide an overview of the key elements typically employed by beauty and cosmetic brands:

1. Social Media Presence: Lakmé maintains an active presence on popular social media platforms like Facebook, Instagram, Twitter, and YouTube. They share engaging content related to beauty tips, makeup tutorials, product launches, and collaborations. Lakmé leverages visual storytelling through high-quality images and videos to showcase their products and inspire

**2. Influencer Collaborations:** Influencer marketing plays a significant role in the beauty industry, and Lakmé leverages partnerships with social media influencers, beauty bloggers, and content creators. They collaborate with influencers to promote their products, create engaging content, and reach a wider audience. Influencers often share their experiences, reviews, and tutorials featuring Lakmé products.

**3. User-Generated Content:** Lakmé encourages user-generated content by running campaigns and contests where customers can share their makeup looks, using specific hashtags or tagging the brand. This not only increases engagement but also serves as social proof and testimonials from satisfied customers.

4. Content Marketing: Lakmé focuses on content marketing to educate and engage with their audience. They create informative blog posts, articles, and video tutorials on topics related to beauty, skincare, and makeup. This content helps build brand credibility, position Lakmé as an authority in the beauty industry, and attract organic traffic to their website.
5. E-commerce and Online Shopping: Lakmé has a strong online presence through its website and e-commerce platforms. They optimize their website for easy navigation, showcase their product range, and provide detailed product descriptions. Customers can conveniently browse and purchase Lakmé products online, enhancing their overall shopping experience.

6. Email Marketing and Personalization: Lakmé utilizes email marketing to stay connected with their customer base. They send personalized emails with offers, discounts, and new product updates based on customer preferences and purchase history. This helps nurture customer relationships and encourages repeat purchases.

7. Online Advertising and Remarketing: Lakmé employs online advertising techniques such as display ads, search engine marketing (SEM), and remarketing campaigns. They target users who have shown interest in beauty and cosmetics, ensuring their brand stays top of mind during the customer's purchase journey.

8. Virtual Try-On and AR Experiences: Lakmé has embraced technology by offering virtual try-on experiences and augmented reality (AR) features. Customers can use their smartphones or webcams to virtually try different makeup looks or shades, enabling them to make more informed purchasing decisions.

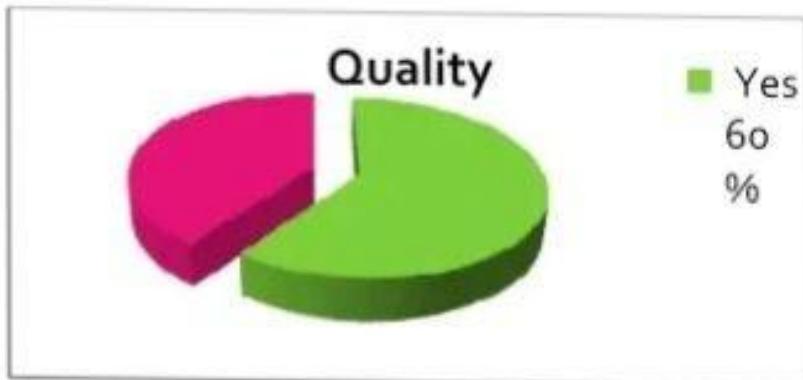
embraced technology by offering virtual try-on experiences and augmented reality (AR) features. Customers can use their smartphones or webcams to virtually try different makeup looks or shades, enabling them to make more informed purchasing decisions.

It's important to note that the specifics of Lakmé's digital marketing strategy may evolve over time, and the above information is based on general observations. Lakmé's success in digital marketing can be attributed to their focus on visual content, engaging with influencers, user-generated content, and personalized communication.

For more detailed insights into Lakmé's digital marketing strategy and performance, it would be advisable to refer to official statements, interviews, or reports from reputable sources within the beauty and cosmetics industry.

# Questionnaire

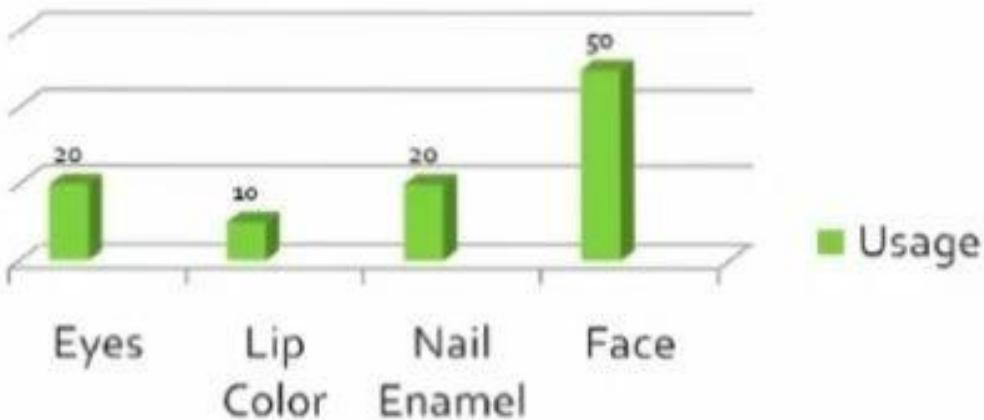
**Q) Do Lakme provides quality Product?**



**Q) Are You Brand Loyal to Lakme?**



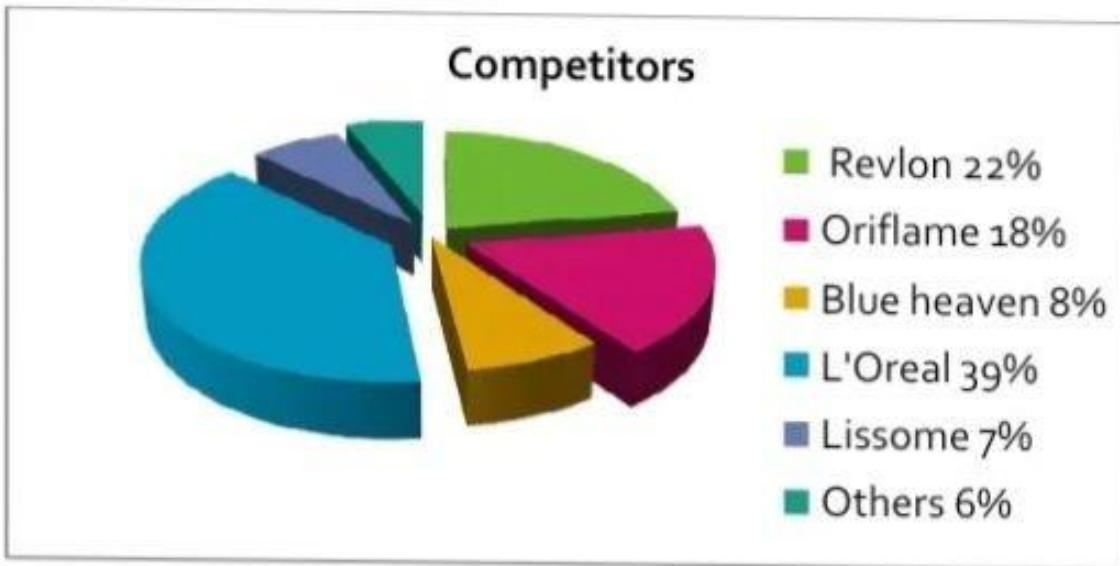
**Q) For what purpose you use Lakme products?**



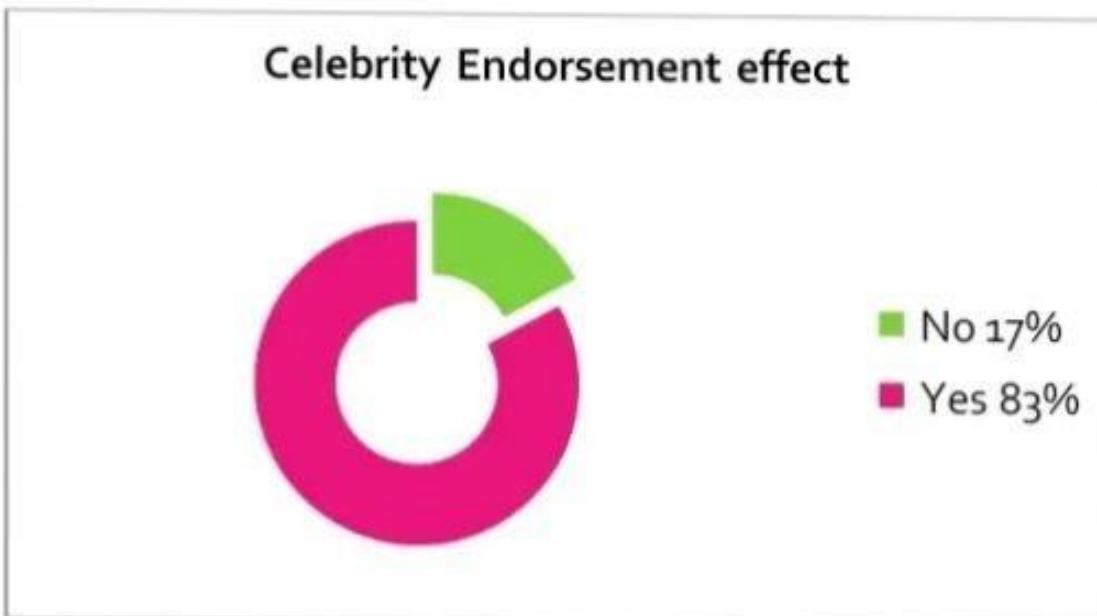
**Q) What do you think about the price level of Lakme products ?**

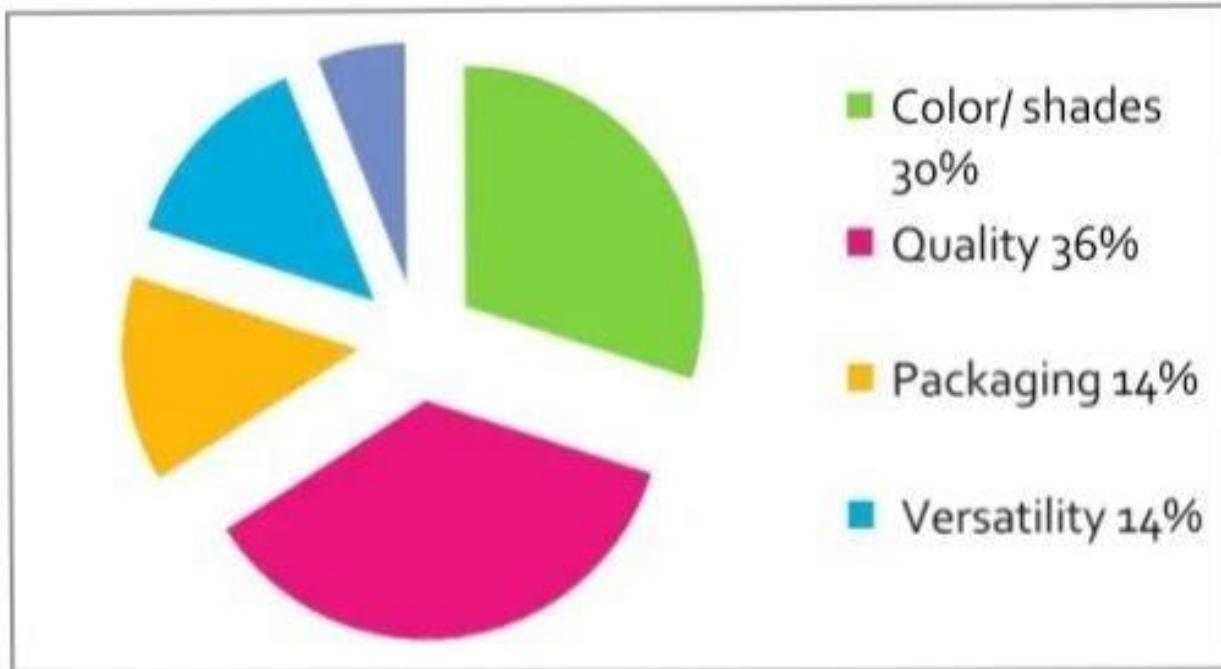


**Q) If not Lakme then which other brand?**



**Q) Do celebrity endorsements in advertisements attract you towards Lakme products ?**



**Q) What inspire you to go for any cosmetic product?****Q) What changes you would like to see in the Lakme products?**

The product strategy and mix in Lakme marketing strategy can be explained as follows:

Lakme is one of the leading cosmetics brand in the world. Lakme has a wide range of products and services in its marketing mix, which are well portrayed in its website and stores. Lakme offers the following to its customers:

1. Look book - to take inspirations from Lakme's signature looks
2. Lakme Makeup - which includes products for eyes, face, lips and nails and all these products are well categorized in two categories - application area and range
3. Skin needs - hydration, anti-aging, skin brightening, cleansing, skincare and makeup, moisturizing, sun production
4. Skin regimes - skin gloss, perfect radiance, youth infinity
5. Lakme Salon - which offers show stopping collection, runway menu, salon offers, franchise options, teaching academy, gift cards, loyalty programs, salon locators, etc.

The services can be pre booked from the website.

Lakme Fastn fab is its unisex salon. Lakme Absolute salons are its exclusive salons which provides special grooming and styling options to the premium customers.

6. Lakme Fashion Week Store for gallery of previous fashion shows and latest trends and looks.

Lakme also has a bridal stylist website, which has styles to inspire brides with bridal beauty, fashion, inspirations, healthy options and wedding extras. It has separate websites for Lakme, Lakme India and Lakme bride.



*Image: company website*

Below is the pricing strategy in Lakme marketing strategy:

Lakme has targeted its major customers in India, and priced its products accordingly. Lakme also came up with a new range a 9 to 5 collection which was targeted for the working ladies and its prices were slightly higher than the basic products.

Also, Lakme has a completely exclusive range for models and glamour world. It has outreach to the population in urban and rural areas and hence its prices are set accordingly. As a result of the customer friendly pricing strategy, Lakme stands out as the leading domestic brand for cosmetics in India. This gives an insight in the pricing strategy of Lakme.



## **Lakme Place & Distribution Strategy:**

Following is the distribution strategy in the Lakme marketing mix:

Lakme has made sure to be available in all parts of the country with utmost ease and convenience. It has a well-designed website, it is easily available in all kind of stores including retail outlets, convenience shops, hyper markets, malls, etc.

Lakme has its salons widespread across major cities in India and is coming up with projects in new cities as well.

Lakme has more than 300 products and they are available in more than 70 countries.

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Lakme has more than 300 products and they are available in more than 70 countries.

## **Lakme Promotion & Advertising Strategy:**

64

The promotional and advertising strategy in the Lakme marketing strategy is as follows:

Lakme has never stood back in spending money in advertising. Through its rigorous ad campaigns involving leading actresses and promotions in televisions, online ads, magazines, newspapers, etc Lakme has always maintained a position in the minds of customers. Lakme has been aggressive in its promotion strategy. Its brand ambassadors include Indian film stars like Shraddha Kapoor, Kareena Kapoor, Katrina Kaif and other leading models. Lakme has its well- developed training centre in Chennai, Delhi and Mumbai to train people in becoming professionals. It also has its R&D lab which explores various new techniques of product application, formulation and design. It also organises Lakme India Fashion Week twice a year to maintain its visibility and popularise the brand through all possible means. All these activities helps Lakme to promote its brand positively and maintain a good relationship with customers. Hence, this completes the Lakme marketing mix.



"AN ALLY TO THE CLASSIC INDIAN WOMAN, LAKMÉ INSPIRES HER TO EXPRESS THE UNIQUE BEAUTY AND SENSUALITY WITHIN... ENABLING HER TO REALIZE THE POTENCY OF HER BEAUTY."

The contemporary Indian beauty expert - Lakmé continuously innovates to offer a wide range of high performance and world class cosmetics, skincare products, and beauty salons. Combining international cosmetic technology with an in-depth understanding of the Indian woman's needs, Lakmé also offers its consumers a comprehensive beauty experience through its products that are ideal for a variety of Indian skin tones..



Lakmé was the country's first cosmetic brand to introduce make up to Indian women and takes pride in being the expert on Indian Beauty for over 50 years.

It is a complete beauty brand spanning colour cosmetics & skin care and extending to beauty services through the network of Lakmé Beauty Salons.

Its bond with beauty and fashion is manifested through the Lakmé Fashion Week, which is now the largest fashion event of its kind in the country.





1<sup>st</sup>

Lakmé was the country's FIRST COSMETIC BRAND to introduce make up to Indian women and takes pride in being the expert on Indian Beauty for over 50 YEARS.



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Its bond with beauty and fashion is manifested through the LAKMÉ FASHION WEEK, which is now the largest fashion event of its kind in the country.



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**1. It makes you **presentable**:** Makeup is similar to dresses. It boosts beauty as well as hides lines and spots, helping the woman feel confident about her face.

**2. It can help you get jobs in certain fields:** Presentable face is most preferred in jobs where meeting with people is necessary. When I went to manage my uncle's Holiday Inn I noticed that he had interest in hiring women who wore makeup apparently because they gave an air of sophistication. Similar pattern exists within marketing, mass communication, airline and event planning jobs.

**3. It screams that you care about yourself:** Believe it or not, one reason why men are attracted to women who wear makeup is because it says that they are free of sadness and depression. I learned about this back in my college Freshman year from some guys. I was amazed by the revelation. So it is not only beauty that matters, but also our habit of taking care of ourselves. Makeup signals just that.

**4. It makes your date feel special:** In some foreign countries, you will hear songs that say "I wear makeup for my lover". Even for weddings, special attention is given to bride's makeup. Sure the current emphasis is on photographs. But traditionally it has to do with making the partner feel special. In other words, it is your way of telling them that you wish to win their heart. Men may do the same by combing hair, shaving and wearing proper clothes.

**5. It can make you creative:** Those who are used to wearing makeup know that it is an art. In most cases, they like to experiment with it, helping their hands become more talented.

**6. It can bring either maturity or innocence to your face:** There is a misconception that makeup brings youth to only aging face. When proper techniques and colors are used, it can make a young face appear mature. Think about the dark shades.

## Disadvantages

- 1. It does become a habit:** Yes, once the makeup lane turns into usual route, psychological changes occur. The face feels naked without the colors. Awkwardness becomes apparent, pointing the decrease in self confidence.
- 2. It is time consuming:** It can take an hour to complete the makeup.
- 3. It is not easy to remove:** Foundations and eyeliners are getting more stubborn day by day, converting the removal job into a never ending struggle.
- 4. Mistakes are costly:** There is nothing called big or small mistake here. While splats of mascara on the face demands complete wash and restart, too much makeup radiates clownish style.

v **5. It can leave your skin vulnerable or fully damaged:** Cosmetics are not regulated by FDA. Hence, most of them time, it is difficult to weigh the danger associated with the **ingredients going into them.** Many of them can affect the skin badly. Also if the makeup is not removed properly it can boost acne.

**6. Shopping for cosmetics is not easy:** Lots of questions are needed to be considered while shopping for cosmetics. Some are:

- What kind of cosmetics my skin can take?
- Is the quality of the product good?
- Is the shown color correct or wrong?
- What color will suit my skin?

**7. You will have to spend a good amount of money:** If you add up the prices of all your cosmetics you may end up going above \$200. Nothing can be done about it. It is necessary to keep a good number of lipsticks and eye shadows to avoid repetition and be in tune with the dress to be worn. It is estimated that in her life, a female spends as high as \$15,000 on makeup.

# CONCLUSION

Since the Null hypothesis is rejected therefore it states that the customers are not satisfied well with the lakme products. This would be the major cause of lose of market share in the country. Another reason is the upcoming of Regional brands in the country that is making lakme loose its sheen. Therefore the company should take in strategic steps and planning to revive its brand image accordingly.

The local cosmetics and toiletries market is valued at approximately RM3 billion or about US\$800 million, with a growth rate of 13% annually. It is estimated that there are more than 60,000 types of cosmetic products in the local market. Imported products from Thailand, the United States, France, Singapore and Japan dominate the market.

The local cosmetics and toiletries industry generally involves mixing and formulation processes, using imported ingredients. Many of these companies are contract manufacturers, mainly for products such as shampoo and conditioners, other hair care products, perfumes, and cosmetics.

**Advertising and promotion is crucial for cosmetics and toiletries products, in order to create an awareness of new products and build brand loyalty among consumers.** Advertisements in TV and the print media such as newspaper and magazines, especially women's magazines, are very common. Samples of toiletries products are distributed to individual households and products in sachet form are attached to magazines. Free gifts are given during promotion periods and are advertised in the local major newspapers and on the web.

According to the industry, the market is saturated with many different types of products, and in the long run, established brands that emphasize quality and service will have the edge.



## **Best Professional Beauty Training Institute of the Year:**

Lakmé Academy powered by Aptech emerged as the best professional institute of year under ASSOCHAM's 3rd Beauty, Wellness and Personal Care Awards 2020. The team at the academy is humbled at this remarkable achievement and is constantly being motivated to keep up the good work in training and grooming beauty and wellness aspirants.



## **Winner of Global Education Awards 2019:**

Lakmé Academy Powered by Aptech has won the Global Education Awards 2019 for 'The Best Beauty & Wellness Training Institute of the Year'.

Lakmé Academy powered by Aptech has been helping aspiring beauticians achieve their dreams and shape their careers as professional cosmetologists, hair, makeup and skin experts.

By being recognized as 'The Best Beauty & Wellness Institute of the Year', Lakmé Academy powered by Aptech has got another feather added to its cap.

## **Proud to be recognized at the Golden Peacock National Training Award 2019:**

Aptech is proud to emerge as the winner of the prestigious Golden Peacock National Training Award for the year 2019.

The award identifies excellence in training processes at organizations and help the organizations accelerate the pace of customer-driven improvement process. The award recognizes Aptech's contribution in the education industry and reinforces its commitment to provide excellent job-oriented training to aspiring candidates.



## **Bagged The Best Education Institute award in 2019:**

Aptech has won 'The Best Education Institute' award at the ABP News National Education Awards, 2019. Aptech has received the honour for its efforts in the skilling space across all brands.

ABP NEWS National Education Awards recognized institutions that are innovative and have contributed in enhancing the level of education in the country.

**THANKYOU**