Loreal is massive brand. How you plan to collect your data in short time?

I will select a particular set of managers such as 3 managers from the marketing dept and then ask 10 open ended questions

Which methodology are you going to use? If only one then why one not others?

This research will follow the Primary data collection method along with a qualitative research strategy to increase the accuracy of the research and this method is essential for the topic to investigate marketing strategies of the company

If u r using Qualitative or quantitative, who suggests this.. Benefits, limitations or approches to support your research ( in this section show some literature not only text books but also from articles)

Qualitative research only as this will help in gaining quality information from the managers about the company

How you combine research methods

I will not combine. only Primary research.

Are you going to take research globally or particularly for UK Or other country?

UK

How are you going to conduct interviews of the managers or employers if they don't reply ur emails then what will you do?

I will send them emails twice. and If they do not reply, I will try to get an appointment.

What are the aims and objectives of this research?

Aims

The aim of this research is to investigate the importance of marketing strategies in developing brand equity for the company L'oreal.

Objectives

● To understand the importance of marketing strategies in developing brand equity for the company L'oreal

● To determine the effective marketing strategies that is required to develop brand equity for the L’oreal Company.

● To analyze the related challenges faced by the companies in developing effective marketing strategies

● To recommend suitable strategies to mitigate the challenges related to marketing strategies implementation