L'Or?al SA – SWOT Framework Analysis

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Abstracts

Based in France, L'Or?al is a famous cosmetics company. The company's registered office is in Paris. The company carries out its businesses through the segments of Consumer Products, Professional Products, L'Or?al Luxe and Active Cosmetics.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.
External factors – The opportunities and threats presented by the external environment.

Aruvian Research analyzes L'Or?al in a SWOT analysis and looks at the company's strengths, weaknesses, opportunities and threats in this comprehensive research report.

Contents

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