

L'Oréal (UK) Ltd in Beauty and Personal Care (United Kingdom)

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Abstracts

L'Oréal Ltd follows a strategy for growth that is closely aligned with the mission and goals of its international parent. In its “Univeralisation” strategy the company attempts to gain insights and understand trends and individual consumer needs in order to cater specifically for their demands and desires. This will include cultural aspects likewise to environmental, societal and local trends. The company thereby aims to deliver products tailored to the specific needs of consumers in order to ga...

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