

L'Oréal Deutschland GmbH in Beauty and Personal Care (Germany)

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Abstracts

L'Oréal Deutschland follows a strategy for growth which is closely aligned with the mission and goals of its parent company. As part of its "Universalisation" strategy, the company is seeking to gain insight into trends and individual consumer needs in order to cater specifically for their demands and desires. This includes cultural aspects as well as environmental, societal and local trends. The company thereby aims to deliver products tailored to the specific needs of consumers in order to gai...

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