

**Avon**

**Parent Company**

**Avon Products**

**Category**

Personal Care Brands

**Sector**

FMCG

**Tagline/ Slogan**

The company for women

**USP**

Distribution network of Avon having less competitors from the common cosmetics market thus giving it

**STP**

**Segment**

Regular cosmetics buyers, housewives, people having less knowledge about various cosmetic brands

**Target Group**

Housewives interested in cosmetics buying in the comforts of their home ready to spend money

**Positioning**

Easily available good quality products near your doorstep, regular innovation in products, exclusive pro

**SWOT Analysis**

**Strengths**

- |   |
|---|
| 1. Differentiated business model to emerge as a prominent player          |
| 2. Steady revenue growth  |
| 3. Leading position gives power to attract new customers                  |
| 4. Support sales activities by understanding customers' businesses better |

**Weaknesses**

- |  |
|--|
| 1. Declining North American operations           |
| 2. Low market share as compared to bigger brands |

**Opportunities**

- |  |
|--|
| 1. Restructuring initiatives for effectiveness of the organisation |
| 2. Enter emerging markets  |
| 3. Re branding strategy to drive consumer demands                  |

**Threats**

- |  |
|--|
| 1. Strong competition  |
| 2. Competitive advertising and distribution network of competitors |
| 3. Dependence on third party suppliers                             |

**Competition**

**Competitors**

1. L'Oréal

2. MAC Cosmetics

3. Lakme

4. Revlon

5. Lancôme

6. Estée Lauder

7. TRESemmé

8. Fiama Di Wills

9. Oriflame