

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**

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| 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

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

Opportunities

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

Threats

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| 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. Fiam Di Wills

9. Oriflame