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ESTEE LAUDER SWOT & PESTLE ANALYSIS

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Company Name : Estee Lauder

Company Sector : Cosmetics and Lifestyle

Operating Geography : Manhattan, United States, North America

About the Company : This esteemed company, originating in America is a world famous name when it comes to the domain of cosmetics. It deals with hair care, skin care, make-up products and fragrances. The company has an edge over most brands in the ownership of a highly diverse portfolio that is sold through numerous distribution channels throughout the world in the form of retail outlets and through E-commerce channels. As of 2018, it has its presence in 150+ countries and trades on NYSE as EL. The company was founded in 1946 by the Lauders in Manhattan city with only four products initially, which all dabbled in the domain of skincare. Gradually by the 1960's they moved into fragrances and expanded their portfolio which they have maintained ever since. The brand established a high recall factor among the masses through its brand influencers, faces or iconic spokespersons like Elizabeth Hurley and Willow Bay. Alongside the business aspect the social quotient of the brand is also very strong given its involvement in Breast Cancer Awareness campaigns since 1992.

Its mission statement states 'Bringing the best to everyone we touch and being the best in everything we do.'

Its USP or unique selling point is 'We are the only major company focused solely on prestige beauty, with an unparalleled portfolio of more than 25 differentiated, aspirational brands suited to consumers in every region.'

Revenue :\$11.82 billion net sales (FY 2017)

SWOT Analysis :

The SWOT Analysis for Estee Lauder is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong Brand Equity 2.Growth reflected through financial parameters 3.Distribution Channels 4.Product Quality & Superior Marketing Techniques 	<ul style="list-style-type: none"> 1.Product portfolio is specialized 2.Ownership within family
Opportunities	Threats
<ul style="list-style-type: none"> 1.Emergence of new markets 2.Favourable demographics 	<ul style="list-style-type: none"> 1.Counterfeit products 2.Rising cost challenges 3.Complaints and boycott movements

PESTLE Analysis :

The PESTLE Analysis for Estee Lauder is given below:

Political	Economical
1.Tax reforms in USA expected to bring in gains 2.Complaints and boycott movements	1.Emergence of new markets 2.Surging economic growth of Estee Lauder 3.Challenge faced from independent brands gaining foothold online
Social	Technological
1.Preference towards natural and organic products 2.Emotion becoming key factor in driving cosmetic sales	1.Automated retail outlets 2.Use of data for personalization
Legal	Environmental
1. Stringent product safety law in USA	1.Eco friendly packaging

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