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REVLON INC. SWOT & PESTLE ANALYSIS

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Company Name : Revlon Inc.

Company Sector : Beauty & Personal Care

Operating Geography : North America

About the Company : Revlon, Inc. which includes Revlon and all its subsidiaries was founded 85 years ago by Charles Revson. MacAndrews & Forbes Inc., owned by Ronald O. Perelman, owns an indirect majority in Revlon. All its business is conducted by its directly owned subsidiary, Revlon Consumers Product Corporation. Revlon operates in four segments namely, Consumer division, Professional division, recently acquired Elizabeth Arden and the other segment. All the segments deal with products for personal care, beauty & cosmetics. The company carries an iconic portfolio of brands in all of its four product segments some of which are, Revlon, Almay, SinfulColors, Pure Ice in cosmetics, American crew in men grooming products, Elizabeth Arden Ceramide along with many other brands in skin care and some other brands which came under its umbrella after CBB acquisition. It has 4 R&D laboratories, 6 factories, 10 distribution houses and produces more than 860 million units of products globally in a year.

Revlon vision is “Glamour, Excitement and Innovation through high-quality products at affordable prices.”

Revenue :

US \$2,693.7 million – FY ending December 31st 2017 (year-on-year increase of 15.4%)

US \$2,334.0 million – FY ending December 31st 2016

SWOT Analysis :

The SWOT Analysis for Revlon Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.A brand centric operating structure with rich expertise in the beauty sector 2.Iconic portfolio of brands and their global reach via strong distribution network 3.Strong code of ethics and working towards sustainability 4.Industry leader in Research & Development 	<ul style="list-style-type: none"> 1.Weak Digital Presence 2.Debt Heavy Capital Structure
Opportunities	Threats
<ul style="list-style-type: none"> 1.Geographic Expansion in emerging markets 2.Product line extension in Male grooming category 3.Starting a new product line in the natural category 	<ul style="list-style-type: none"> 1.Strong Competition from Big brands like Estee Lauder, L'Oréal and others 2.Decrease in consumer spending for beauty products

PESTLE Analysis :

The PESTLE Analysis for Revlon Inc. is given below:

<p style="text-align: center;">Political</p> <p>1.Political affiliations may impact customer base 2.Impact of Brexit (UK leaving the EU)</p>	<p style="text-align: center;">Economical</p> <p>1.Currency Volatility 2.Differential pricing according to different geographies</p>
<p style="text-align: center;">Social</p> <p>1.Cultural Shift among Beauty consumers 2.Increasing popularity for plant-based cosmetics 3.Strong brand loyalty</p>	<p style="text-align: center;">Technological</p> <p>1.Deal with Amazon to increase digital foot print 2.Patenting & Proprietary technology for some products</p>
<p style="text-align: center;">Legal</p> <p>1.Class Action Law suits after acquisition of Elizabeth Arden 2.Personal Care Products Safety Act (PCPSA) banning some ingredients in various beauty products</p>	<p style="text-align: center;">Environmental</p> <p>1.Engaging environmental experts in their safety methodology</p>

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