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## ORIFLAME SWOT & PESTLE ANALYSIS

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**Company Name :** Oriflame

**Company Sector :** FMCG

**Operating Geography :** Sweden, Europe, Global

**About the Company :** Oriflame Holding AG is a 51-year-old beauty company with a direct reach in more than 60 countries around the globe. The Swedish company aims majorly at achieving innovation by promoting various nature-inspired products that are marketed to at least 3 million Oriflame consultants. Since its genesis in 1967, Oriflame has been promoting its ideology promoting respect for humans as well as nature through its various social and environmental initiatives. The philanthropy of the organization reflects in the various charitable associations worldwide, including the World Childhood Foundation, which is co-founded by Oriflame. The togetherness and the passion within the company and its associates has made it possible to generate an annual sales of around 1.4 billion. Oriflame aspires to achieve local currency sales growth of at least 10 percent per annum and an operating margin of around 15 percent. Oriflame's vision as per their annual report is "To be the #1 beauty company selling direct."

**Revenue :**

1,363.1 million (FY ended December 31st 2017) (y-o-y growth of 9%)

1,249.4 million (FY ended December 31st 2016)

## SWOT Analysis :

The SWOT Analysis for Oriflame is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Mature and consistent brand</li> <li>2.Strong and loyal customer base</li> <li>3.Promotes natural beauty products</li> <li>4.Accessible in residential areas</li> <li>5.Offer catalogues released monthly and bi-monthly</li> <li>6.Business mode suited to modern social networking</li> </ol>	<ol style="list-style-type: none"> <li>1.Depends majorly on word of mouth for its promotion.</li> <li>2.Available with very few retailers</li> <li>3.Less knowledge about the brand</li> <li>4.Consultants with insufficient training</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Expansion in Tier 2 and Tier 3 cities</li> <li>2.Celebrity endorsements</li> <li>3.Inclusion of other promotional tools</li> <li>4.Specializing across consumer segments</li> </ol>	<ol style="list-style-type: none"> <li>1.Established brands with deeper penetration</li> <li>2.Brands with rigorous marketing strategies</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Oriflame is given below:

Political	Economical
1.Compliance to government regulations of the places where they have manufacturing units 2.The exit of UK from the Eurozone 3.Global supply and distribution becomes a function of political issues among inter-country trading	1.Effect of the economy of various countries it operates in 2.Beauty industry known to be resistant to economic downturns 3.Affluence drives premium product sales
Social	Technological
1.Initiatives by Oriflame Foundation to empower children and young women 2.Knowledge of technical and fashion trends in the society where they operate 3.Consumers rejecting chemical-filled cosmetics for pricey, plant-based alternatives	1.Investments in research in areas such as plant stem cell technology
Legal	Environmental
1.Corporate governance is complied with applicable areas of Swedish code 2.Exposure to double taxation	1.5 major initiatives towards Environmental Sustainability 2.Committed to reducing the impact of business on the environment 3.LEED Certification initiatives at manufacturing facilities

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