

INTRODUCTION TO MARKETING

Marketing occupies an important position in organisation of business unit. Traditional view of the marketing asserts that the consumer will accept whatever product the seller present to them. In this way, the main concern of the producer is to produce without considering behaviour of the customer. but this point of view of marketing has now changed.

The modern marketing concept is viewed from the consumer's point of view marketing is centered on the consumer. Producer doest not produce whatever he likes but whatever the consumer wants.

PHILIP KOTLER has rightly remarked, "Marketing is analysis, organizing, planning and controlling the firms customer impinging resources, policies, activities with a view to satisfying the needs and wants to chosen customer group at a profit.

He defines marketing as "A social and managerial process by which individuals and groups acquire what they need and want by creating and exchanging products and utilities and with others".

The **AMERICAN MARKETING ASSOCIATION** states "Marketing is the performance of business activities that direct the flow of goods and services from producer to customer or user.

WILLIAM STANTONS definition of marketing includes both psychological and physical point of view and is quiet comprehensive and consumer oriented.

In a business firm, marketing generates the revenues that are managed by the financial people and used by the production people in creating products and services. The challenge of marketing is to generate those revenues by satisfying customer's wants at profit and in a socially responsible manner.

IMPORTANTS OF MARKETING

Management occupies the most important place in any business organisation. Main reason is that, the ultimate aim of any business unit is to earn profit by selling goods and services to customers for the business. Marketing provides the necessary customers for the business to produce goods. Marketing help in matching the markets means determining the wants and needs of potential customers and supplying products which meet those demands. Marketing helps not only the producers, but also customers and society.

Marketing management performs all management functions in fields of marketing. It has to plan and develop the product on the marketing policies and programs. Marketing management organizes, directs and controls all marketing activities included in the process of marketing all goods and services.

MARKETING TERMS AND CONCEPTS

MARKETING

‘Marketing’ is a social and managerial by which individuals and group obtain what they need and want through creating, offering, and exchanging products of value with others.

MARKET

A 'Market' consists of all potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want or in other words a market is a area of potential exchange where a group of buyers and sellers are interested in negotiating the terms of purchase and sale of goods and services.

SELLER (salesman)

One who induces and assists a prospective buyer to a commodity a service or to a act favorable upon an idea that has commercial Significance to one self.

BUYER

One who decides all possible human ways to evaluate and purchase a product or service to be used?

USRES (consumer)

One who is the ultimate of the product or service irrespective of who buys it (answer can be a buyer also vice versa).

PRODUCER

One who has the capacity to think of a product/service which can be used or consumed by a person and latter creates it.

PRODUCT

A product is a bundle of utility consisting of various features and accompanying services. This bundle of utility is composed of those physical and psychological attributes that the buyer receive when he buys the product and which the seller provides by selling a particular combination of product feature and associate service.

The product is the most tangible and important single component of the marketing programme

MARKETING MANAGEMENT..

Marketing management is the process of planning and executing the conception, pricing, and distribution of ideas, goods and services to create exchange that satisfy individuals and organizational goals and objectives.

Marketing management has the task of influencing the level, timing and composition of demanding in a way that will help the organization achieve its objectives

NEEDS

A human need is a state of felt deprivation. When a need is not satisfied a person will do one of two things, look for an object that will satisfy it or try to reduce the need.

WANTS

Wants are described in terms of objects that will satisfy needs. It is the form taken by human needs as they are shared by cultural and individual personality.

DEMAND

Wants are unlimited. People choose products that provide the most satisfaction for their money. Wants backed by buying power becomes demands.

DEFINATION OF BRAND

A brand is a name, term, symbol or design or a combination of them intended to identify the goods or services of one seller or group of seller and differentiate them from those of competitors.

CHARACTERISTICS OF BRAND

1. It should suggest some thing about the products benefits.
2. It should suggest products qualities such as actions or color.
3. It should be easy to pronounce and remember.
4. It should be distinctive.
5. It should not carry poor meaning in other countries and languages.

MARKETING RESEARCH

Market research involves perdition of the unknown market circumstances with numerous variables (controllable variables such as over all services, speed of processing

EMI, LTV and uncontrollable variables such as client perception, client satisfaction, and market potential economy of the country Government regulation etc...) that guide the company towards the path of success with out coming across any unforeseen calamity. In order to measure these factors, marketing research involves collecting relevant information to a specific marketing problem facing the company; towards this end any company involved in marketing needs has attached to its market function a market research department.

Market research in company involves four steps

1. The researcher with the help of marketing manager carefully defining the problem and setting the research objectives.
2. Developing the research plan for collecting the data from
 - Primary sources
 - Secondary sources
3. Implementation of the market research plan by collecting, processing and analyzing information obtained as above.
4. Interpretation and reporting the cue finding with the help of statistics and operational methods.

‘Marketing research is a systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation.’

Basically, research is search of facts, therefore marketing research is said to be moving “away from simple surveys to action oriented, design oriented, problem solving research”. Reflecting this change in orientation, marketing research may be defined as the scientific and controlled process of gathering non-routine marketing information helping management to some marketing problems. Marketing research is concerned with all the factors, which have a direct impact upon the marketing of products and services i.e., problems relating to product, price promotion and

distribution of the 4 P's of marketing mix. It is the study of any part of the total marketing process. It concentrates on the study of product planning and development, pricing policies, effectiveness of personal selling, advertisement strategies, market competition and the entire area of buyer behavior and attitudes in the market place.

Marketing research is “the beginning and the end” of marketing management, in a dynamic economy. Marketing research is a tool for planning control cycle and acts as the investigate arm of marketing manager.

Marketing research covers

1. Market research
2. Sales research
3. Product research
4. Advertising and promotion research
5. Research on sale methods and policies
6. Distribution research including the dealer research

Marketing concept emphasizes on customer orientation, marketing plans are integrated and programs built around customer needs and desires and designated to produce customer orientation. It also emphasizes the role of accomplishing the twin objective of customer satisfaction and profitability. Thus, marketing research has grown along with the expanded role of marketing of business decision-making.

CONSUMER BEHAVIOUR

It is the behaviour whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services. Its is the process; the consumer deliberates within himself before he finally makes purchase money. This deliberation relates to many

variables and aimed at solving consumption problems. This whole consumption behaviour consists of both physical and mental activities. The physical activities involve visiting a shop, examining products, and selecting products, that is the actual act of consumption. Whereas, on the other hand, mental activities involve deliberation within and forming of attitudes relates to many variables and is aimed at solving consumption problems. These whole consumption behaviors consist of both physical and mental activities. The physical activities involve visiting a shop, examining products, and selecting

Products that is the actual act of consumption.

Whereas, on the other hand, mental activities involve deliberation within and forming of attitudes perceiving material and learning to prefer a particular brand of product.

EXPECTATIONS

Consumer expectation though many link realistic is very often build up on a very high platform. Then the quality of the product or service may not match the expectation. This again will affect the consumer's satisfaction level.

So as to reduce the level of dissatisfaction amongst the customers, the marketing decision maker could adopt an approach wherein he can classify markets in relation to the degree of opportunity to deliver customer satisfaction. he could establish a list of common factors and then evaluate each market opportunity against these. The most probable factors which influence consumer behaviour are;

- Market size.
- Rate of growth of the market.
- Stability of demand.
- Purchase decision.

- The consumer's expectation of pre and post purchase service.
- Consumer emphasis and the importance given to the quality aspects.
- Customers desire for product innovation
- The level of competition.(inclusive of both existing and potential competitions).

The above aspects will help the firm to assess the various factors which can help them in building up consumer expectation and then deliver consumer satisfactions accordingly. Of course there are other sources of information which may also influence the consumer expectation. These may be the consumer's own experiences (if has exposure to the products or service before), the experiences of friends, neighbors and colleagues, price-as an indicator of quality and corporate image.

INTRODUCTION TO COSMETICS:

From queen Nefertiti of Egypt to Hollywood's Marilyn Monroe, women have used cosmetics to protect their skin and to enhance or alter their appearances. The beauty secrets they shared with one another eventually evolved into an industry that today commands billions of dollars.

Throughout history, some people believed that the use of cosmetics empowered women, while others condemned it for demeaning them. Cosmetics can mask or diminish imperfection and allow women to express themselves, feel more beautiful, and be self confident. On the other hand, some people believe that cosmetic use places too much importance on a women's physical appearance, and make her feel inadequate by setting unattainable standards. Some women went to great lengths to hide the fact that they used cosmetics, while others proudly flaunted their use. For some, purchasing expensive brands allowed them the fancy of being a part of an exclusive level of society; whether perceived as good or bad, from the first time people added paint or colors to their bodies, cosmetics have affected world cultures on numerous levels.

COSMETICS IN THE BEGINNING:

Our early ancestors believed they could make themselves more terrifying and protect themselves from evil forces by drawing scary designs on their faces. Paint was also used to frighten human enemies. In Africa and South America, various tribes painted their bodies when they went hunting or on war expeditions. When Europeans first traveled to Africa and the new world, they found groups of people who painted themselves in bright and distinctive designs- A practice that explorers found unusual. The Europeans

associated these customs with savagery and set about “civilizing” and “savages” by teaching them to stop using body paint and to start wearing European style clothing.

Body paint was also used to protect the skin. The ancient Egyptians were devoted users of cosmetics. Their dramatic style of make up included a preference for richly colored eyelids and thick, black eye-liner. The cosmetic practices of the Egyptians may have made their appearances pleasing, but one of the primary reasons they used such thick paint on their eyes was for protecting against the glaring Egyptian sun.

Some scholars believe Chinese women were the first to wear cosmetics for the sole purpose of making themselves more beautiful. In the thirteenth century in the southern regions of china, near Hang Zhou, women used a white powder called Meenfung on their faces. They also used carmine, a bright red dye, on their cheeks, lips, and even inside their nostrils.

They carefully plucked their eyebrows and redrew them with a pencil or a piece of charcoal. Once the makeup was applied, they dusted their faces with rice powder to set it and soften the overall looks.

TRENDSETTER QUEEN ELIZABETH 1:

During the time queen Elizabeth 1 ruled England in the late 1500s, the use of cosmetics became very common. The queen set the standard, and women of the court followed her lead: dying their hair, plucking their eyebrows, and painting their faces. Some of the creams and lotions available to sixteenth century women were actually harmful. A product called Solomon’s water, intended to remove freckles and warts, was made from mercury and was extremely poisonous. Women who used solimen’s water regularly ruined both their skin and their health.

Women had traditionally passed on their knowledge of herbs and roots by word of mouth, but by the seventeenth century, some of those who write were recording their secrets. They documented information about favorites recipes, cures for various illnesses, and preparation for clearing up the complexion. Eventually there were books available with information and ingredients for products such as tooth powder and cold cream.

Women whose mothers or sisters had not passed on family formulas could now use these books to make their own products.

THE NEW WORLD:

The practice of using makeup for beauty may have begun in china, but it also existed across ocean. Gradually the importance of cosmetics has increased so much that now; it has become an essential part of our lives and also a booming industry for business. Now we have hundreds of cosmetic products which can be used regularly.

TITLE OF THE STUDY

“A study is conducted to analyze consumer perception towards consumption of Cosmetic products. And comparative study between (MAYBELLINE AND L’OREAL Paris) in Bangalore urban.”

STATEMENT OF PROBLEM

In today’s market situation, there is a very tough competition existing in cosmetic industry. The two companies, which mainly competing each other are MAYBELLINE and L’OREAL Paris, as these companies are known world wide through various Medias of advertisement.

The project has been titled “A study on comparative analysis of customer perception towards cosmetic products (MAYBELLINE & L’OREAL Paris) in Bangalore.” This study attempts to analyze and determine the various factors that influence the customer perception towards cosmetic industry and how the customers react to various attributes like brand image, price, quality, availability, packaging, advertisement, etc. of their favorite cosmetic products.

OBJECTIVES OF THE STUDY

The primary objective of this study is to find out what are the factors that led the consumer to use a particular brand of cosmetic products

The following are the primary objectives;

1. Direct marketing.
2. Online marketing.
3. Tele marketing.

The following are the secondary objectives

1. To know what is the market position of Maybelline & L'Oreal products in Bangalore.
2. A critical comparison of the leading brands, namely MAYBELLINE and L'OREAL Paris with respect to the following attributes.
 - Price
 - Quality
 - Packaging
 - Advertisement
 - Availability
3. To analyze the various factors that influence the consumer perception with respect to Maybelline & L'Oreal products

4. To determine the brand prefer by consumer in case of **MAYBELLINE and L'OREAL Paris** in Bangalore.
5. To know how often consumers switch the brand.
6. To know the factors that motivates the consumers to switch the brand.
7. To know how advertising helps to switch the brand.

SCOPE OF THE STUDY

Modern marketing is consumer oriented. Therefore, the study of consumer perception is very important in framing production policies, price policies distribution policies and also in designing the sales promotion programmes.

It is important to understand the consumer perception due to the following reasons.

1. It is study in understanding the purchase behavior and preferences of different customers. This enables the marketer to design appropriate marketing strategies.
2. It is study to know the buying motives of consumers.
3. The growth of consumer protection movement has created an urgent need to understand how consumers make their consumption and buying decision.
4. It is study to understand the needs behavior and expectations of the customer.

OPERATIONAL DEFINATION OF THE CONCEPTS

PERCEPTION ;

Perceptions can be describe as “how we see the world around us”. It is defined as “The process by which an individual selects organizes, and interprets stimuli into a meaningful and coherent picture of the world”.

PERSONALTY :

Personality can be defined as those inner psychological characteristics that both determine and reflect, how a person responds to his or her environment. Inner characteristics can be those specific qualities, traits, factors and mannerisms that distinguish one individual from another. The characteristic are highly useful in the development of a firm’s market segments strategy. These market segmentation can be developed based on personality traits for specifics brands in such product categories.

ATTITUDES:

Any body asks us whether we like dislike a product. We are asked to express our attitudes. Attitudes can be defined as “a learned predisposition to respond in a consistently favourable or unfavorable manner with respect to a given object. Attitude can be measure by observing consumer behaviour and differ from their behaviour.

MEDIA HABITS:

To receive a message an individual must at the very least need to be exposed to the medium through which it is transmitted. There are so many different categories of media available totally and so many alternatives available in each category that consumers tend to develop their own preferences. Thus to make a market segmentation these preferences should be studied.

CULTURE:

Culture is a society's personality. It can be defined as "The sum total of learned beliefs, values and customs which serve to regulate the consumer behaviour of members of a particular society".

BELIEFS:

"Consist of the very large number of mental or verbal statements which reflect a person's particular knowledge and assessment of something".

VALUES

Values are also beliefs but differ in the following ways:

- They are relatively few in numbers.
- They serve as a guide for culturally appropriate behaviour.
- They are enduring.
- They are not tied to specific objects or situations.

- They are widely accepted by the members of a society.

CUSTOMS:

Are modes of behaviour that constitute culturally approved or acceptable ways of behaviour in specific situations.

Thus, while beliefs and values are guides for behaviour customers as usual and acceptable ways of behaving

METHODOLOGY

The research methodology use for the proposed study is survey methods were in primary data will be collected through structured questioners and secondary data collected through secondary sources. The information gathered will be analyzed through the percentage method.

INFORMATION COLLECTED

Information was collected using questionnaires, which was designed to tap the information from the users and non users L'OREAL Paris and MAYBELLINE cosmetic products to find the consumer brand switching behaviour regarding cosmetic brands and

products with respect to L'OREAL Paris and MAYBELLINE cosmetic products India Pvt Ltd.

SAMPLING

Sample of 100 respondents will be covered. While administering the questionnaire it was ensured that the questions would meet the objective and requirement of the study. And also ensured the samples represent the population of Jayanagar Bangalore. Multi stage Area sampling technique was adopted.

Sample techniques adopted

As the Bangalore city is metropolitan and its population is in millions and there are large numbers of sector. The population universe in the city of Bangalore being vast in size, it will be difficult to conduct 100% coverage of the study within the limited period. Hence the sample survey method is adopted for this study.

PRIMARY DATA

It is original data gathered specifically for the project in hand. In this project survey method is used. Survey method is conducted by gathering data by limited number of consumers (sample selected from a large group). Survey has the advantage of getting to the original source of information.

The data collection involved collecting information from the company, distributing questionnaires to consumers at colleges, offices, beauty saloons, shopping malls, etc.

SECONDARY DATA

The data was collected through Internet and by getting in touch with the officials of the company who were all very co-operative.

LIMITATION OF THE STUDY:

1. The interpretation of the data basically depends on the information provided by the consumer.
2. Factors influencing the purchases change frequently.
3. There was some language problem while interviewing the respondents; this also can be a limitation to this project.
4. The information is subject to change because the views expressed by the consumers are not permanent.
5. The market forces can bring about abrupt changes, which may lead to deterioration of the surveyed report.

These aspects have to be borne in mind while implementing the findings. In spite of the above-mentioned limitations all possible care has been taken to collect the information from the original sources to make the project report as authentic as possible.

PLAN OF ANALYSIS

The raw data was collected directly from the respondents was finally transcribed on an analysis register/manuscript. From the analysis register the data was tabulated for each question using tally bar method, and then this method was put into simple mathematical and statistical techniques like additional, mean frequency and percentage calculation.

Based on the analysis of data collected from the respondents the findings of the study were interrupted and recommendations were given.

To analysis and interpret using

- Percentage method
- Tables
- Charts
- Graphs.

INTRODUCTION TO L'Oreal Paris

L'Oréal, one of the largest companies in France, is the world's largest manufacturer of high-quality cosmetics and perfumes, producing such well-known brands as Lancôme, Ambre Solaire, and Cacharel. Its total sales are & Dollar; 2.4 billion ahead of those of its closest competitor, Unilever, an more than double those of Revlon and Shiseido. It boasts a world-wide distribution network as well as the industry's highest research-and-development budget and the largest cosmetological laboratories in the world.

L'Oréal's story begins in turn-of-the-century Paris, at a time when women of the demi-monde dyed their hair, their choice restricted to fiery red or coal black. In 1907, Eugène Schueller, a young chemist, began to concoct the first synthetic hair dyes by night in his kitchen and sell them to hair salons in the morning under the brand name Auréole. His strategy was successful; within two years he established the Société Francaise des Teintures Inoffensives pour Cheveux, which soon afterward became L'Oréal.

In 1912, the company extended its sales to Austria, Holland and Italy and by 1920 its products were available in a total of 17 countries, including the United States, Brazil, Chile, Peru, Equador, Bolivia, and the Soviet Union, and in the Far East. At this stage, L'Oréal consisted of three research chemists and ten sales representatives.

Schueller's timing had been singularly fortunate. The end of World War I was celebrated by the Jazz Age, when short hairstyles became fashionable, with a new emphasis on shape and color. By the end of the 1920s, there were 40,000 hair salons in France alone and L'Oréal's new products O'Cap, Imédia Liquide, and Coloral captured the growing market. In 1928 the company made its first move toward diversification, purchasing the soap company Monsavon.

In the 1930s and 1940s, platinum-haired screen idols such as Jean Harlow and Mae West made blond hair especially popular and bleaches such as L'Oréal Blanc sold well. L'Oréal was quick to make use of both old and new media to promote its products. In 1933, Schueller commissioned famous artists of the time to design posters and also launched his own women's magazine, *Votre Beauté*. Dop, the first mass-market shampoo, was promoted through children's hair-lathering competitions at the highly popular French circuses and by 1938 L'Oréal was advertising its hair products with radio jingles.

During this period L'Oréal demonstrated its ability to meet new consumer demands. When the Front Populaire won the 1936 elections and introduced the first paid holidays for French workers, L'Oréal's Ambre Solaire was ready to capture the new market for suntan lotions. Meanwhile the company's sales network was expanding on both a national and an international scale. Products began to be sold through pharmacies and perfumers and new Italian, Belgian, and Danish subsidiaries were established between 1936 and 1937.

Even the outbreak of World War II in 1939 failed to curb the company's growth. At a time of strict rationing, women permed their hair and bought cosmetics to boost their morale. L'Oréal launched the first cold permanent wave product, Oréol, in 1945. At the same time the company continued to expand; by the end of the war there were 25 research chemists and distribution had been extended to the United Kingdom, Argentina, and Algeria.

During this period, Francois Dalle and Charles Zviak joined the group, both recruited by Monsavon at a time when the cosmetics industry held far less attraction for graduate chemical engineers than the atomic-energy or oil industries. Both men would play an important role in the company's future; by 1948, Dalle had already been appointed joint general manager of L'Oréal.

The consumer boom of the 1950s and the arrival of new blond screen idols Marilyn Monroe and Brigitte Bardot (originally a brunette) meant further expansion for L'Oréal. By 1950, a research-and-development team of 100 chemists had created further

innovative products, including the first lightening tint, Imédia D, introduced in 1951, and the first coloring shampoo, Colorelle, introduced in 1955, which answered an increasing demand for subtlety. The company advanced further into the field of skin care, entering into technological agreements with the company Vichy, in 1954. Vichy was to become part of the L'Oréal group in 1980.

Eugène Schueller's promotional talents were recognized in 1953 when he was awarded an advertising Oscar. Schueller died in 1957 and Francois Dalle took over as chairman and CEO at 39 years of age.

The 1960s were years of revolution, both cultural and commercial. As music and fashion became increasingly teen-oriented, there was a growing interest in conserving--or simulating--youthful looks. At the same time hundreds of new boutiques, supermarkets, and chain stores sprang up to supply this rapidly growing market. L'Oréal made a growing commitment to capital investment. In 1960 a new research-and-production center was established in Aulnay-sous-Bois, bringing the number of research staff up to 300. In 1963 and 1964 the company opened new cosmetological and bacteriological facilities, evidence of a highly scientific approach to skin care. Another production unit, Soprococ, opened in St. Quentin in 1965, and over the decade new distribution outlets were established in Uruguay, Algeria, Canada, Mexico, and Peru. L'Oréal was listed

on the French stock exchange in 1963, during a period of restructuring within the group. In 1962, owing to the boom in hair-product sales, L'Oréal sold Monsavon in order to concentrate on its core business. At the same time it bought the hair-hygiene specialist Cadoricin. In 1964 L'Oréal bought Jacques Fath perfumes and a year later Lancôme, thereby gaining a significant entry into the high-quality skin-care, make-up, and perfume market and gaining increased access to perfumery outlets. Garnier, a hair-product company, and Laboratoires d'Anglas were also added to the group. In 1968 the company took major stakes in Golden in the United Kingdom and in Ruby, a personal hygiene and household products manufacturer. In the same year, L'Oréal bought the fashion and perfumes house, André Courrèges.

With increased resources and expertise, L'Oréal launched a number of successful products, many of which are market leaders to this day. These included the hair spray Elnett, Récital hair dyes, and the perfume Fidji. Fidji was launched under the Guy Laroche brand name.

In 1969, L'Oréal recruited a young Welshman, Lindsay Owen-Jones, from the prestigious Fontainebleau business school INSEAD. An Oxford languages graduate, he would go on to become the fourth chairman and managing director of L'Oréal. At the age of 25 he became general manager of L'Oréal's public-products division in Belgium and turned around unprofitable subsidiaries in France and Italy, before going to the United States to take charge of L'Oréal's distributor, Cosmair Inc., in 1980.

L'Oréal benefited from the emphasis on health and fitness in the 1970s. From this time onwards, L'Oréal's earnings outstripped those of any other French blue chip and grew twice as fast as the cosmetics-industry average. L'Oréal's success permitted further commitment to research and development; the number of research staff rose from 500 in 1970 to 750 in 1974. New production facilities were opened in France and in 1979 the International Centre for Dermatological Research was established at Sophia-Antipolis, in the South of France, for the treatment of skin disorders and aging.

Over the decade, structural and tactical changes were made within the group, based on the findings of the 1969 management study done by McKinsey & Co. The year 1970 saw the establishment of new operational divisions and management structure. A few years later, the company began to speed up the process of internationalization, with particular emphasis on New Zealand, Australia, Japan, and Hong Kong. In 1976 L'Oréal signed a technical-assistance contract with the Soviet Union.

Expansion into overseas markets--particularly Japan--was aided greatly by the company's new alliance with the Swiss foods giant Nestlé, to whom Eugène Schueller's daughter, Madame Liliane Bettencourt, sold nearly half of her L'Oréal stock in 1974. The two allies established a French holding company, Gesparal, which is 51 percent-owned by Bettencourt and 49 percent-owned by Nestlé. Gesparal controls 72 percent of L'Oréal's

voting rights. Bettencourt is the largest individual shareholder of Nestlé, holding roughly five percent.

Throughout the 1970s, L'Oréal continued to make purchases within the cosmetics and hair-care industry: Biotherm in 1970; Gemey, Ricils, and Jeanne Piaubert in 1973; and Roja in 1975. The latter merged with Garnier in 1978. This was also a time for diversification for L'Oreal. In 1973 it took a controlling stake of 53.4 percent in the pharmaceutical company Synthélabo, a specialist in the production of cardiovascular drugs and hospital materials, followed in 1979 by the purchase of Metabio-Joullie, manufacturer of aspirins, over-the-counter drugs, veterinary, cosmetic, and dietary items. Metabio-Joullie and Synthélabo were merged in 1980 under the latter's name. In 1977 L'Oreal ventured into another complementary field, magazine publishing, taking stakes in Marie-Claire Album and Interedi-Cosmopolitan.

Meanwhile in the new division Parfums et Beauté International, several of L'Oreal's most successful products were launched--Vichy's moisturizer Equalia and the Cacharel perfume Anaïs Anaïs, now reckoned to be the world's best-selling perfume. In addition, the well-known Kérastase hair products were redesigned.

The 1980s were particularly favorable for L'Oreal. Francois Dalle won the post of first vice president on Nestlé's administrative council, the title of Man of the Year in the chemicals and cosmetics sector from the Fragrance Foundation of the United States, and title of Manager of the Year from the *Nouvel Economiste*. In 1984, he gave up the leadership of L'Oreal, although he continued to act as chairman of the group's strategic committee. The position of chairman and CEO went to Charles Zviak. Lindsay Owen-Jones became vice president and Marc Ladreit de Lacharrière, joint vice president, soon to take control of the company's financial policy.

This event was followed by some restructuring within the group; in 1985 the Parfums et Beauté division was split into three departments--Lancôme/Piaubert, perfumes, and active cosmetics--and five geographical areas. At the same time the new management clearly felt it necessary to centralize control of the company's finances, and in 1987 a

financial bulletin was issued announcing the creation of L'Oreal Finances, which would implement the financial strategy established approximately ten years before.

In 1986, L'Oreal's shares were distributed to investors outside France for the first time when the company raised FFfr 1.4 billion through a one-for-ten rights issue, offering new shares to stockholders. This was followed, in 1987, by a one-for-five stock split.

] designer brands; in 1980 a new distribution company, Prestige et Collections, was created for Cacharel, whose perfume Loulou, launched in 1987, went on to become a best seller. In 1984, Nestlé took over Warner Cosmetics of the United States on behalf of L'Oreal's U.S. agent Cosmair, thereby acquiring for the group the prestigious names of Ralph Lauren, Paloma Picasso, and Gloria Vanderbilt. At this stage, however, L'Oreal was interested only in the perfumes and cosmetics divisions of the designer brands. In 1983, the company sold its 49.9 percent stake in the couture house Courrèges to Itokin of Japan, although it retained 100 percent of Courrèges Parfums.

A further addition to the L'Oreal group was the Helena Rubenstein skin-care and cosmetics range. In 1983, L'Oreal began by taking major stakes in Helena Rubenstein's Japanese and South American subsidiaries, the former integrated with Lancôme in the new Japanese affiliate, Parfums et Beauté, in 1984. In 1988, L'Oreal bought Helena Rubenstein Inc., a U.S. company that was in financial difficulties as a result of the sharp drop in sales following the founder's death. It would not be an easy matter to bring the company back into profit. Bought in the same year, Laboratoires Goupil, a dental-care-products manufacturer whose toothpastes held over 90 percent of the French market, was also unprofitable, but it was felt that L'Oreal's skillful marketing could remedy the situation. L'Oreal's last acquisition of the 1980s was the skin-care specialist Laboratoires Roche Posay.

While making acquisitions, L'Oreal also took the opportunity to sell off unwanted components of the group. These included the personal hygiene and comfort products of Laboratoires Ruby d'Anglas and Chiminter, which were felt to be too far outside the

group's main area of interest and not in accord with L'Oreal's policy of internationalization.

L'Oreal was keen to diversify into communications. In 1984 the company took a 10 percent stake in the French pay-TV company, Canal Plus, with the stake raised to 10.4 percent in 1986. In 1988, L'Oreal took a 75 percent stake in Paravision International, an organization charged with the creation, production, and distribution of audiovisual products for an international audience. The following year, L'Oreal entered by way of Paravision into a joint venture with the U.S. Company Carolco Pictures Inc., to handle foreign television-distribution and programming rights.

In 1988, Lindsay Owen-Jones became the new chairman and chief executive of L'Oreal at the age of 42. Marc Ladreit de Lacharrière became director and executive vice president while Charles Zviak moved on to the chairmanship of Synthélabo. Zviak died the following year, having been one of the few chemists to attain leadership of a major French company. The end of the decade was marked further by rumors of L'Oreal's involvement in a proposed joint takeover bid for the French luxury-goods company Louis Vuitton Moët Hennessy, together with Vuitton's head, Monsieur Racamier, and Paribas/Parfinance. Although the existence of such a plan was denied by L'Oreal, the company joined with Orcofi, a Vuitton-controlled holding company, to buy 95 percent of the perfume and couture house Lanvin.

L'Oreal explained that although Vuitton owned Dior and Givenchy, competitors in the perfume and cosmetics market, L'Oreal had no Vuitton shares and no intention of attacking the company. On the contrary, the Vuitton alliance would give L'Oreal an entrée into the field of luxury goods. Although Lanvin lost money since L'Oreal's acquisition, company officials remained optimistic; declaring that the experience gained from running a luxury boutique is valuable in itself.

In 1991 L'Oreal found itself embroiled in a bitter dispute with Jean Frydman, a former director of Paravision. Frydman--who holds dual Israeli-French citizenship--had filed suit against the company, charging it with "fraudulent behavior and racial discrimination,"

stemming from the 1989 sale of the Frydman family's 25 percent share of Paravision--L'Oreal's film distribution division--after being pressured by Francois Dalle. Frydman alleged that L'Oreal violated a 1977 French law prohibiting companies from participating in an Arab boycott against Israel when the company forced his resignation and the sale of the family's stake at an unfair price because of his business ties to Israel. The ensuing investigation created a minor scandal in France by digging up unsavory facts about founder Eugène Schueller's anti-Semitic, fascist politics during World War II. Later that year, however, Frydman dropped the suit in exchange for a letter of apology from Dalle.

The cosmetics industry is still growing, but there is increasing rivalry. While L'Oreal's alliance with Nestlé should protect it from corporate marauders, it is still vulnerable to competition in Western markets from Japanese competitors. Shiseido and Kao--although 90 percent of the turnover of both companies come from their home market--and from Unilever, following the latter's takeover of Elizabeth Arden and Fabergé.

In the years following his appointment as chairman and CEO, Owen-Jones set about making L'Oreal a genuinely international company. He began cultivating an integrated international team of top managers, enabling the company to quickly respond to and capitalize on consumer trends worldwide. Owens-Jones also supported greater cooperation between L'Oreal's numerous brand names and divisions. After Lancôme Niosôme was developed in 1986, L'Oreal then translated the new technology into a mass market L'Oreal skin care line sold under the name Plentitude. Plentitude was launched in Europe and Australia in the late 1980s, and within two years of its U.S. launch in 1989, it had captured a 10 percent share of the market.

It was precisely this kind of synergy between subsidiaries; analysts say that led to L'Oreal's 15 percent overall profit growths in the 1980s. In the boom years of the 1980s, high-end lines such as Lancôme, and Helena Rubenstein performed extremely well. When the prestige market slumped in the early 1990s, such mass market lines as L'Oreal were poised to pick up the slack.

L'Oreal has said that it sees opportunities for further profit growth in the United States, which represents one-third of the world market. Currently, despite having full control of strategy, management, and marketing in this region, L'Oreal reaps only 5.5 percent from the profits of its sole U.S. agent Cosmair Inc. One advantage of this system for L'Oreal has been protection from the weakness of the U.S. dollar and from high marketing costs-- Cosmair handles a sales volume of over \$1 billion that provides the company with the flexibility to launch new products which can then be transferred to L'Oreal affiliates worldwide. Other markets targeted for expansion include Japan.

L'Oreal was one of the first western companies to set up shop in the former Soviet Union, forming Soreal, a joint-venture with the Russian chemical company Mosbytchim. L'Oreal invested \$50 million in the venture to produce approximately 40 million units of deodorant, perfume, shampoos, and hair sprays annually. Soreal products were sold in 1992 at a mere 100 outlets in Moscow and at an additional 10 throughout Russia. Hard currency was difficult to come by as banks either collapsed or were unaccustomed to dealing with Western businesses. In order to obtain the equipment necessary to upgrade production, Soreal created Maroussia, a women's fragrance that was imported to Western Europe in exchange for machinery and materials.

L'Oreal's structure remains unchanged, with the group consisting of a federation of competitive companies, including 147 production and distribution facilities worldwide, divided into five divisions. Only research and development facilities and overall management control are centralized.

There has been speculation as to the fate of L'Oreal when Bettencourt, in her mid-60s in 1990, relinquishes her corporate involvement. The French government is taking a strong interest in the issue. French government agreements restrict foreigners from taking over French companies before 1994. Should she decide to sell, Nestlé will have first option to purchase.

As consumers became more environmentally aware, L'Oreal fell under increasing pressure to conform to new standards of product safety. The company has been forced

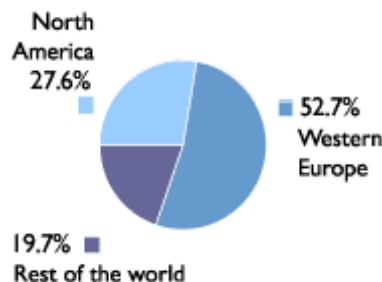
to phase out the use of chlorofluorocarbons which are said to be harmful to the ozone layer. L'Oreal has also come under attack from the animal-rights lobby, which accuses the company of subjecting laboratory animals to inhumane tests, although L'Oreal claims that animal testing of new products is down to 5 percent from 50 percent in 1985.

As L'Oreal entered the mid-1990s, the company found itself engaged in a battle with rivals Proctor & Gamble and Unilever for worldwide domination of the mass cosmetic and fragrance markets. L'Oreal seemed determined to remain the leader, hiking its advertising budget by as much as 50 percent for some products, and creating a whole new image for most of its color cosmetics. The company was also reaching out to customers by repackaging its merchandise and making display cases more accessible and user-friendly. L'Oreal also planned to expand into the mass-market fragrance business, introducing at least two new fragrances by 1995. Owen-Jones seemed to have laid the groundwork necessary to support such an expansion, and L'Oreal appeared well prepared to defend its number one position, fortified by a strong research and development base, sharpened marketing skills and a sound balance sheet.

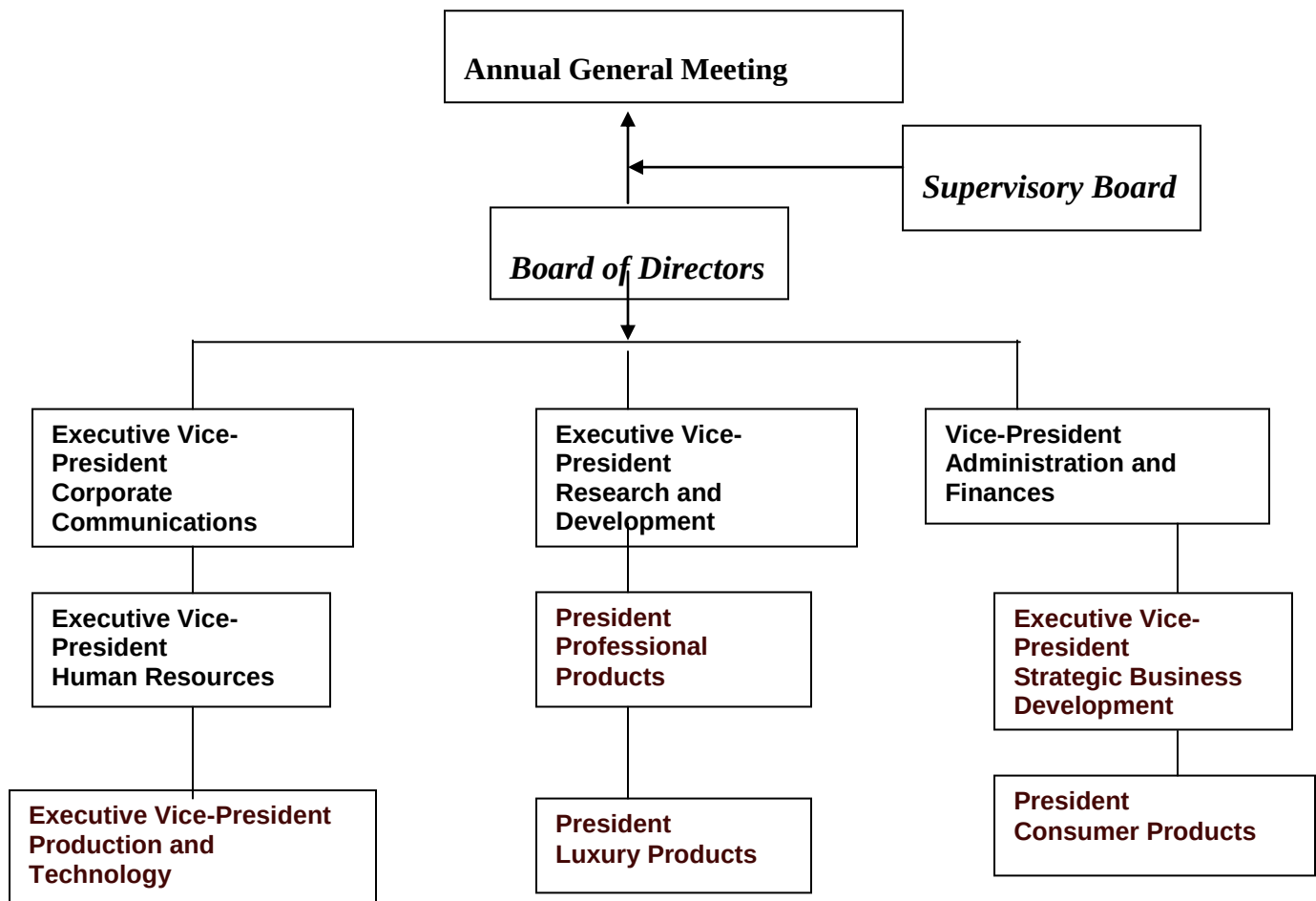
Basic information about the company:

The company has over 50,500 employees worldwide, which are of 98 nationalities. The Group is present in 130 countries and has 290 subsidiaries. 76 % of the personnel work out of France. There are 42 factories all over the world producing L'Oreal products. The pie chart below shows how the products are sold in different parts of the world:

**BREAKDOWN OF 2003
CONSOLIDATED COSMETICS SALES
BY GEOGRAPHIC ZONE**



The structure of the company



The highest organ in the company is the AGM. The Annual General Meeting meets once a year to approve results and agree on future development. The Board of Directors reports to the AGM. The Board of Directors is responsible for the overall planning and financial operations like investments. The Supervisory Board controls the dealing of the Directors. The Chief Executive Officer is responsible for day to day running of the company. The Vice-Presidents for Production and Technology, Human Resources,

Corporate Communications, Administration and Finances, Research and Development, Strategic Business Development, Consumer, Luxury and Professional Products are below him and report to him.

The next point of my presentation is Research and Development. It is a very wide area, but I'm going to talk about our main purposes and areas in this sector.

MISSION

At L'ORÉAL, we believe that everyone aspires to beauty. Our mission is to help men and women around the world realise that aspiration, and express their individual personalities to the full. This is what gives meaning and value to our business, and to the working lives of our employees.

We are proud of our work.

VISION

2007 has been a year of progress on the three objectives we set to ensure that L'Oréal is among the most exemplary companies of the 21st century.

The first priority is economic success, shared by all our employees, and to which they devote their talents, energy and commitment.

The second objective is to make L'Oréal a company where all employees thrive both personally and professionally, and where we are able to attract and retain the most talented individuals. We constantly strive to bring on board staff from different horizons, nationalities, ethnic origins and backgrounds.

The third is to ensure that as a company, L'Oréal is seen as a "global citizen". At the dawn of the 21st century, the world's leading beauty company needs to be an authentic example in terms of sustainable development.

MILESTONES OF L'OREAL PARIS

In 1907,

Eugene Schueller, a young French chemist, developed an innovative hair-color formula. He called this new, perfectly safe, hair dye „Aurelióné“. With this, the history of L'Oréal began. Eugène Scheller formulated and manufactured his own products, which he then sold to Parisian hairdressers.

In 1909,

Schueller registered his own company, the „Société Française de Teintures Inoffensives pour Cheveux“, the future L'Oréal. The two guiding principles of the company were research and innovation in the interests of beauty, and these were put into place from the start.

In 1920,

The small company employed 3 chemists. By 1950, the research teams had 100 members, and the number reached 1,000 by 1984, and is nearly 3,000 today.

In 1912,

Eugène Schueller started to export his hair-coloring product to Holland, Austria and Italy. A few years later, agents distributed these products to the USA, South America, Russia and the Far East. Today, the L'Oréal Group is present worldwide through its subsidiaries and agents.

In 1933,

Eugène Schueller created and launched Votre Beauté, a magazine devoted to women and their look. Four years later, he took part in a popular radio broadcast and started a campaign.

The 1950s

Saw the advent of a new and exciting advertising medium: the movies. L'Oréal made its on screen debut with a campaign for Ambre Solaire, which was making a comeback on the market.

In 1953,

L'Oréal won an advertising Oscar, the first in a long series of awards.
That covers all I wanted to say about the history of the company.

In 1951

The first lightening tint, I media D,

In 1955

The first coloring shampoo, Colorelle, introduced, which answered an increasing demand for subtlety.

In 1954

The company advanced further into the field of skin care, entering into technological agreements with the company Vichy,

In 1980

• Vichy was to become part of the L'Oreal group.

RESEARCH OF THE COMPANY

Since the company was founded in 1907 by the chemist Eugene Schueller, it has continued to invest in cosmetic research with one clear aim: to improve the quality and efficacy of its products through scientific innovation. **Each year, the Group devotes 3% of its turnover to Research and Development.**

Laboratories in France, the United States, and Japan employ over 2,900 scientists and support staff from over 30 disciplines: chemistry, biology, medicine, physics, toxicology, etc. Research findings are published in numerous international scientific journals, and in 2003 L'Oréal applied for 515 patents

L'Oréal Research missions are :

- To gain an in-depth understanding of healthy skin and hair at the cellular level
- To pinpoint the biological processes behind the skin aging process, sun damage, pigmentation changes as well as natural hair color, graying and loss
- To synthesize active molecules which protect, repair or color: over 110 original molecules have been produced by L'Oréal Research
- To design and develop new products in all cosmetic fields, including skin care, hair care and make-up: over 3,000 new formulas come out of our laboratories each year
- To evaluate products' efficacy and safety using in vitro tests like human skin models, as well as sophisticated imaging techniques and sensory analysis.

Our company collaborates with research units in some twenty countries worldwide in advanced scientific fields.

PRODUCTS AND HOW THEY ARE SOLD

PROFESSIONAL PRODUCTS:

The most popular brands in this category are: KERASTASE, MATRIX, REDKEN and LUO COLOR. They are used by hairdressers and cosmeticians all over the world.

After several years of rapid growth, the Professional Products Division has continued to win market share in all parts of the world. In 2003, it maintained a high growth rate: its sales improved by 8.6%. In North America, the Division achieved growth of 10.7%. In Western Europe, the growth rate was 5.3%. In the rest of the world, growth reached 15.3%. The Division performed particularly well in Eastern Europe.

Chart 3.1

Consolidated sales by geographic zone

€ millions

€ millions	2002	2003	% of 2003 sales	Like-for-like growth 2003/02
Western Europe	933.9	969.5	51.0%	5.3%
North America	625.1	601.9	31.7%	10.7%
Rest of the World	339.3	328.6	17.3%	15.3%
Total	1,898.3	1,899.9	100.0%	8.6%

LUXURY PRODUCTS:

The Luxury Products Division develops global prestige brands sold in exclusive and selective outlets: department stores, perfumeries, travel retail outlets and the group's own boutiques.

Its mission is to offer customers personalized advice and service. There are many brands in this category on which our company can be proud of. The most well known are: LANCOME, BIODERMA, HELENA RUBINSTEIN, PRESTIGE ET COLLECTION, GIORGIO ARMANI, RALPH LAUREN, CACHANEL, PALOMA PICASSO, KIEHL'S, SAU UEMURA.

Chart 3.2

Consolidated sales by business segment

€ millions

	2002	2003	% of 2003 sales	Like-for-like growth 2003/2002
Skincare	1,288.0	1,233.3	35.8%	6.0%
Perfumes	1,458.6	1,358.2	39.5%	2.2%
Make-up	895.1	849.1	24.7%	4.9%
Total	3,641.7	3,440.6	100.0%	4.2%

ACTIVE COSMETICS

The Active Cosmetics Department designs and markets dermo-cosmetic care products sold in pharmacies and specialist sections of drugstores. Its products offer consumers proven safety and efficacy, backed up by pharmaceutical advice and dermatological prescription. the most sold brand are Vichy and LA ROCHE-POSAY.

Chart 3.3

Consolidated sales by business segment

€ millions

	2002	2003	% of 2003 sales	Like-for-like growth 2003/2002
Skincare	510.2	565.4	75.5%	15.4%
Hair care	63.3	65.9	8.8%	7.2%
Make-up	65.2	61.5	8.2%	-1.3%
Other	56.1	56.3	7.5%	-1.2%
Total	694.8	749.0	100.0%	11.9%

GROUP PROFILE

- A century of expertise in cosmetics
- € 17.5 billion consolidated sales in 2008
- 23 global brands*
- 130 countries
- 67,662 employees
- 628 patents filed in 2008.

** These brands' annual sales are superior to 50 million euros*

FINANCE

2008 annual results

- Sales: € 17.5 billion in 2008
- Operating profit: € 2.7 billion
- Net earnings per share (1): € 3.49
- Dividend (2): € 1.44

(1) Diluted net earnings per share based on net profit excluding non-recurrent items after

minority interest.

(2) Dividend to be proposed to the Annual General Meeting of Shareholders on April 16th 2009.

RESEARCH & DEVELOPMENT

- 3,268 employees of 60 different nationalities working in 30 different disciplines.
- € 581 million dedicated to cosmetic and dermatological research in 2008
- 18 research centers across the world and 13 evaluation centers
- 1/3 of the R&D budget devoted to Advanced Research
- 5 000 formulas developed each year
- 628 patents filed in 2008
- 100 active cooperation agreements with leading academic and research institutions.

HUMAN RESSOURCES

- 67,662 employees in 58 countries
- 84% of the young graduates hired in 2008 were former L'Oreal interns
- 5 Management Development Centers
- L'Oreal is the ideal employer for business students in Europe in 2008
(Trendence Europe survey, Managers edition)
- L'Oreal employees worldwide have been involved in social commitment actions for over a decade.

OPERATIONS

- 42 factories around the world
- 4,6 billion units manufactured in 2008
- 95% of factories are ISO 14001-certified
- 95% of L'Oreal's industrial sites audited with standard SA 8000.

ETHICS OF THE COMPANY

L'ORÉAL'S ETHICS PROGRAM



L'Oreal's Ethics Program is voluntary and proactive, and develops in tandem with the Group's growth. Under the supervision of the Director of Ethics, the program centers around :

- Policy and guidance
- Communication
- Training
- Open Talk process
- Monitoring

Policy and guidance :

The Office of the Director of Ethics regularly offers guidance to management on ethical decision-making and also publishes tools and policy papers on various subjects. Recent examples include a risk analysis tool for Management Committees and a policy paper on child labor.

Communication:

The Office of the Director of Ethics runs the Ethics intranet site, open to all employees and accessible to visually-impaired employees. It offers information and resources, including the Ethics Maze learning tool. The Office of the Director of Ethics also helps countries develop local communication campaigns on various ethical issues.

Training:

The Ethics training model is based on blended learning techniques and, as far as possible, integrated into existing training modules to be as close as possible to day-to-day operations. The aim is not only to train employees on specific ethical subjects such as corruption, supply chain management etc.. but also to develop a series of ethical competencies which include "Demonstrating a High Level of Personal Integrity", "Developing Ethical Reasoning" and "Understanding the Business Case for Ethics and its Relation to Value Creation".

[

Open Talk:

We encourage all our employees to air their views, express their opinions and signal unacceptable behaviors or demands. We recognize that employees may have concerns about certain practices and need advice and guidance to help resolve them. The normal route for raising such issues is via management. If for any reason employees do not feel comfortable with this route, employees can raise the issue with their Human Resources Manager. There may be additional resources available in countries, such as staff representatives, grievance procedures or a helpline. In each country, it is the Country Manager who is ultimately responsible for ensuring the respect of the Code of Business Ethics. If the employee has raised the issue locally and is not satisfied with the answer given, or in the exceptional case that it is inappropriate to raise the issue locally, employees may contact the Group Director of Ethics of L'ORÉAL.

Monitoring:

Country Reporting Ethics, an annual reporting system on ethical issues including communication of the Code of Business Ethics, prohibition of child and forced labour, discrimination, sexual and moral harassment and integrity and loyalty, has been helping assess the Group's performance since 2005. L'ORÉAL ensures the respect of fundamental rights and in particular the Fundamental Conventions of the International Labor Organization by its suppliers. All L'ORÉAL suppliers must commit to respect these ethical standards and agree to be audited.

These social audits, carried out by external auditors, cover the following issues:

- Child labour
- Forced labour
- Health & safety
- Freedom of association
- Non-discrimination
- Disciplinary practices
- Sexual and moral harassment
- Remuneration
- Working time
- Relations with sub-contractors and suppliers

Since 2005, 1043 audits have been carried out with a target of 500 audits for 2008.

In 2006, our own factories and warehouses were audited. In a spirit of fairness, the audits of our sites were conducted by the same external auditors and according to exactly the same standards as we set for our suppliers and subcontractors.

By 31st December 2006, 101 sites in 40 countries had been audited. The audits confirmed

important points such as the absence of any employee under 16 years old. Certain areas of improvement were however identified such as “house-keeping” health and safety issues, and better control of working hours. Such issues have all been integrated into corrective action plans which will be monitored both internally and through follow-up audits by external auditors

MANAGEMENT & STRATEGY: L'ORÉAL TAKES THE LEAD

Culture, strategy and client orientation...The "Competitive Fitness of Global Firms 2001" study positions L'Oreal amongst the most successful groups.

As in the previous years, the 2001 version of the survey *"Measuring the Competitive Fitness of Global Firms 2001" is very good news for L'Oreal. Bright results: on average, over 4 years, L'Oreal (together with 4 other international groups) has obtained the highest score as Best of the Best among global firms.

A Major Survey ...

This ranking arises from an international research program, conceived and directed by INSEAD Professor Jean-Claude Larréché. This survey screened the 2001 performance of 309 international groups covering 8 different business sectors. Almost 1000 managers provided details on their actions in a comprehensive questionnaire.

... Measuring the Quality of Management

The method used aims at evaluating the fundamental capabilities which influence the effectiveness of a firm in its market. Rather than on key ratios, this survey is based on criteria such as strategy and management. The quality of the policies adopted is evaluated across 12 large themes (mission and vision, client orientation, organization and system, innovation and so on) and the individual marks are integrated in a global score on a scale from 0 to 100.

Consistency and Endurance

For the year 2001, the global index of L'Oreal reached 73. This score is to be seen in relation to the general average of the firms surveyed; taking all sectors together the score is 65. L'Oreal's plus is the fourth place in the theme related to corporate culture, which shows that throughout the "L'Oreal planet" people share strong values and beliefs! The Group is therefore in "pole position" among corporations of French stock. Above all, its performance is consistent. In the 4 years covered by the survey, L'Oreal consistently ranks among the top 5 best world firms in 8 out of 12 fields and ranks 1st in 3 such fields: mission and vision, performance, marketing actions.

Leader in its Sector

Finally, the examination of the results relating to the consumer goods sector (average: 66) is equally positive. In this particularly competitive sector, L'Oreal stands out for its high ranking in terms of corporate culture, forecasts and strategic foresight as well as performance (effectiveness of its actions).

THE HISTORY OF MAYBELLINE

Maybelline is a makeup brand sold world-wide and owned by L'Oreal. Their motto is *Maybe she's born with it. Maybe it's Maybelline.*

The Maybelline Company was created by New York chemist T.L. Williams in 1913. Williams, then in his early 20s, noticed his younger sister applying a mixture of Vaseline and coal dust to her eyelashes to give them a darker fuller look. He adapted it in his little laboratory and produced a product sold locally called Lash-Brow-Ine. The product was a local hit, but the awkward name held it back. His sister, who inspired the product, was named Mabel. So T.L. Williams re-named it Maybelline, a combination of Mabel and Vaseline. It is under this name that Maybelline has achieved its now legendary status in the field of cosmetics. In 1917 the company produced Maybelline Cake Mascara, "the first modern eye cosmetic for everyday use" and Ultra Lash in the 1960s, which was the first mass-market automatic mascara.

In 1967, the company was sold by T.L. Williams to Plough, Inc. (now Schering-Plough) in Memphis, Tennessee. The entire cosmetic production facility was moved from Chicago to Memphis over one week-end. In 1975 the company moved its factory to Little Rock, Arkansas, where it is still located. In 1990, Schering-Plough sold Maybelline to a New York investment firm, Wasserstein Perella. Maybelline Operational Headquarters remained in Memphis until being sold in 1996, when headquarters moved to New York City.

Maybelline received a huge boost when the company hired *Wonder Woman* star Lynda Carter as the company's beauty fashion coordinator: she appeared in several of its television and print advertisements. Today, supermodels Christy Turlington, Josie Maran, Erin Wasson, Adriana Lima, Tomiko Frazier, Siti Nurhaliza (Malaysian singer), Robin

Arcuri, and actresses Sarah Michelle Gellar, Melina Kanakaredes, Zhang Ziyi, Fasha Sandha and Kristin Davis have endorsed Maybelline products. Also "BoA" (Korean singer Boa Kwon) has appeared in an advertisement. The company's current "face" is Indian model-actress Diana Penty who replaced earlier model Deepika Padukone, and their chief makeup artist is Troy Surratt.

During 1991, the company adopted its current advertising slogan, "Maybe She's Born With It. Maybe It's Maybelline." tagline. In 1996, the company was acquired by L'Oreal. Acquiring Maybelline gave L'Oreal an access to mass markets in cosmetics



T.L. Williams founded The MAYBELLINE Company in 1915 and introduced MAYBELLINE Cake Mascara in 1917 as the first modern eye cosmetic to be produced for everyday use. The firm and brand name MAYBELLINE was adopted in honor of his oldest sister, Mabel, from whom he originally received the idea of producing an easy-to-use product to darken the eyelashes which could be sold commercially. MAYBELLINE now operates as a separate division within L'Oreal USA, Inc.

Cake mascara was originally advertised and sold exclusively by mail. It was received so well by the general public that women started asking for it in drug stores.



MAYBELLINE success story didn't really start until mascara first appeared in the nation's variety stores. In September 1932, a special 10-cent package of MAYBELLINE mascara was designed for sale in these stores. The subsequent success of this product has become legend.

MAYBELLINE eyebrow pencils came along a few years later. Eyebrow pencils were the natural follow-up to the solid mascara as the company's second eye cosmetic. Eye shadows of various shades were added in the 1920's and have increased in popularity and general usage year after year.

MAYBELLINE introduced Ultra Lash Mascara, a waterproof product, in the early 1960's. A true breakthrough, Ultra Lash was the first mass market automatic mascara, which means the mascara is applied directly to the brush in the tube. Then in 1971, Great Lash, water-based mascara, was introduced. With a truly legendary history, it is still the number-one best selling mascara in the marketplace. Today, a Great Lash mascara crosses a drugstore scanner every 1.5 seconds. Its winning formula is closely guarded and its hip appeal is undeniable. A makeup artist's staple, this mascara is always in plain sight backstage at fashion shows. MAYBELLINE currently offers 13 Mascara formulas ranging from high tech to high fashion.

New entries to the MAYBELLINE line have consistently made headlines. In the 1970's, MAYBELLINE successfully branched into other cosmetic categories - face, lip and nail. In 1983, Shine Free, an oil-control makeup line featuring non-comedogenic formulas, was introduced. Shine Free was one of the first lines designed expressly for women with oily skin and is still an important category for the company today. Skin looks fresh and Natural all day while keeping oil under control.

In 1991, another MAYBELLINE milestone - the "Maybe she's born with it. Maybe it's MAYBELLINE" advertising tagline was created. It continues to be a great success for the brand today and is recognized around the world.

In February, 1996, MAYBELLINE was purchased by L'Oreal USA, Inc. and the company headquarters were subsequently moved to New York City. In addition to establishing MAYBELLINE as a colour authority, creating technologically advanced

products became a company priority. Since then, the innovation has been nonstop. One of MAYBELLINE'S biggest success stories is the introduction of the Express Finish Fast-Dry Nail Enamel in 1997. It's every woman's dream come true - a nail enamel that goes from wet to set in one minute! Express Finish Fast-Dry Nail Enamel is the number-one best selling nail enamel on the market today. Additional Express products soon followed including Express Lipstick 'n Liner in One, Volum' Express Mascara and Eye Express Liquid Eyeliner.

In 1998, technological advances continued with new products such as HydraTime Extended-Wear Moisturizing Lip color and True Illusion Makeup. In 1999, the company expanded the Express product segment with the introduction of Express Makeup 3 in 1 and debuted the new Cool Effect Cooling Cream Shadow and Shadow/Liner and Pure Blush - two more cutting edge products.

Today, MAYBELLINE products are carried in more than 70 countries worldwide. The MAYBELLINE message is all about colour, style and innovation. Now recognized as a colour authority, MAYBELLINE creates seasonal colour stories with products in the season's hottest shades. The MAYBELLINE image is hip, intelligent, stylish and charming - brought to life by MAYBELLINE'S spokespeople: Josie Maran, Tomiko Fraser and Sarah Michelle Gellar. These women embody the MAYBELLINE image in a modern, approachable way. Technology continues to be in the forefront. Through their parent company, L'Oreal USA, Inc., MAYBELLINE has the top research and development teams and resources needed to create the newest, most innovative products available today. MAYBELLINE - a leading mass-market retailer with a strong heritage and bright future - is clearly one to watch.

Mascara formulas ranging from high tech to high fashion.

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MILESTONE

1915

T.L. Williams creates the Maybelline Company, a family-owned business. The company is named after his sister Maybel, from whom he originally received the idea of producing and selling an easy-to-use product to darken eyelashes.

1917

Maybelline launches its very first product, Maybelline Cake Mascara, the first modern eye cosmetic for everyday use. Advertised and sold exclusively by mail, the mascara is received so well by the general public that women start to ask for it in drugstores.

1930s

Maybelline expands into eyebrow pencils and eye shadows.

1932

A special 10-cent package of Maybelline mascara is created and distributed to drug and variety stores, which significantly expands Maybelline's distribution from exclusively mail order sales to retail outlets nationwide.

Maybelline successfully branches into additional cosmetic categories: face, lip and nail.

1971

Plough Inc. becomes Schering-Plough Corporation. At the time of the sale, Maybelline operated an assembly plant and warehouse in Alsip, Illinois.

Great Lash, water-based mascara, is introduced and makes mascara history. Today, it's still the number-one best-selling mascara in the marketplace, crossing a drugstore scanner every 1.5 seconds. Its winning formula is closely guarded and its hip appeal is undeniable. A makeup artist's staple, this mascara is always in plain sight backstage at fashion shows.

1975

Maybelline opens a 300,000-square-foot plant in North Little Rock, Arkansas with initial employment of about 350 people.

1983

Introduction of Shine Free Oil Control makeup line featuring non-comedogenic formulas. One of the first lines designed exclusively for women with oily skin and an important category for the company today. Skin looks fresh and natural all day; oil stays under control.

1990

Maybelline acquired by the investor group Wasserstein Perella & Co.

1991

"Maybe she's born with it. Maybe it's Maybelline" advertising tagline is created. Still a great success for the brand today, this tagline continues to be recognized around the world.

1992

Maybelline successfully completes an initial public stock offering.

1996

L'Oréal USA, Inc. acquires Maybelline. The company headquarters move to New York City. This new partnership empowers Maybelline to create the newest, most innovative products with top research and development teams and resources. Maybelline is established as a color authority and technologically advanced products become a company priority.

2000

Maybelline becomes the number one cosmetic brand in the USA.

2001

Introduction of Wet Shine Wet Look Lip color, which remains an international bestseller today.

2002

Maybelline becomes the number one cosmetic brand in the world.

2004

Maybelline officially becomes Maybelline New York, incorporating elements such as the size, style, color and success that give the city its cool, captivating flavor. This new attitude and look combine state-of-the art technology and a keen eye on trends to produce accessible, cutting-edge cosmetics with a cool, urban edge.

TODAY

Maybelline New York is the number one cosmetic brand globally and is available in over 90 countries worldwide. Our products are carried in virtually every major U.S. mass-

market retailer including drugstores, discount stores, supermarkets and cosmetics specialty stores. Our manufacturing and distribution center has grown to roughly one million square feet and has approximately 2,000 workers.

As a renowned color authority, Maybelline New York creates seasonal color stories with products in the season's hottest shades. Today, we're focused on helping women feel more beautiful and recognizing their individuality and potential through education and empowerment.

DATA ANALYSES & INTERPRETATIONS

TABLE 1

*TABLE SHOWING PROFILE OF RESPONDENTS WITH RESPECTS
TO AGE*

AGE	NO OF RESPONDENTS	PERCENTAGE
BELOW 16	23	23%
17-20	23	24%
21-24	46	46%
ABOVE 24	07	07%
TOTAL	100	100%

INTERPRETATION::

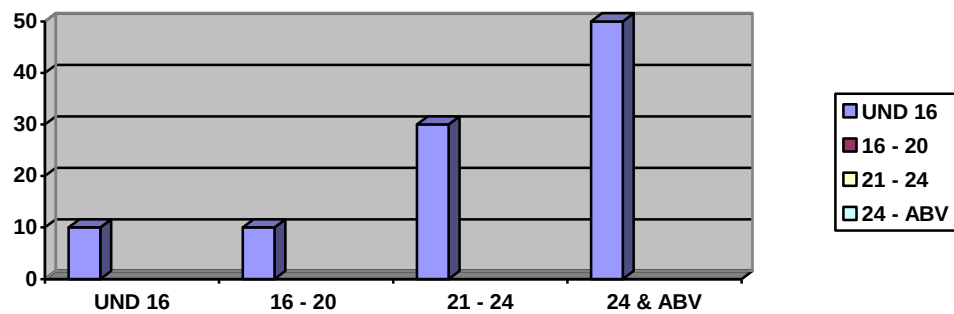
It is clear from the above table that the majority of respondents i.e., 46% of the total number of respondents are of the age group 21-24 years. Next in the list, that is 24% are of the age group 17-20 years, the next, that is 23% are of the age group below 16 and the least number of respondents are of the age group above 24 years.

INFERENCE:

The majority of respondents i.e., 46% of the respondents are of the age group 21-24 years.

Q 01) At what stage you started wearing Cosmetics (make up)?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
UNDER 16	10	10 %
16 YRS – 20 YRS	10	10 %
21 YRS – 24 YRS	30	30%
24 YRS & ABOVE	50	50%
TOTAL	100	100%

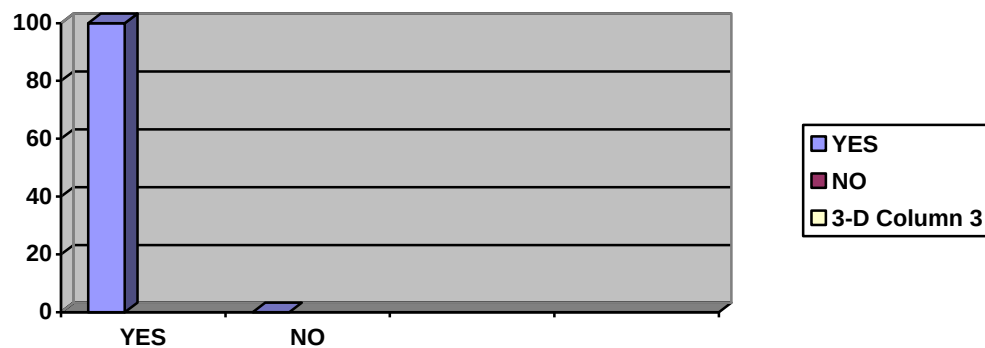


INTERPRETATION::

The data analyses tells that 50 % of respondents are using Cosmetics above 24 yrs and 10 % used less than 16 yrs & in between 17 yrs – 20 yrs

Q 02) Are you Conscious about your skin's Imperfection?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
YES	100	100%
NO	0	0%
TOTAL	100	100 %

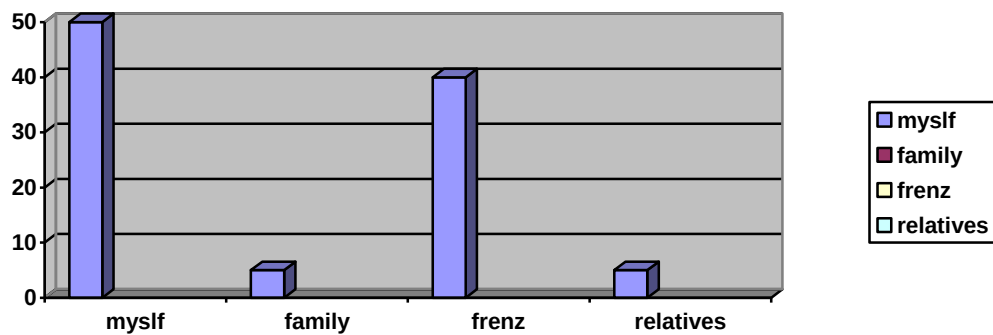


INTERPRETATION::

The data analyses tell us that almost 100% of our respondents are very much conscious about their skin's imperfection.

Q 03) Who is the Decision maker?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
MYSELF	50	50%
FAMILY MEMBERS	05	5%
FRIENDS	40	40%
RELATIVES	05	5%
TOTAL	100	100%

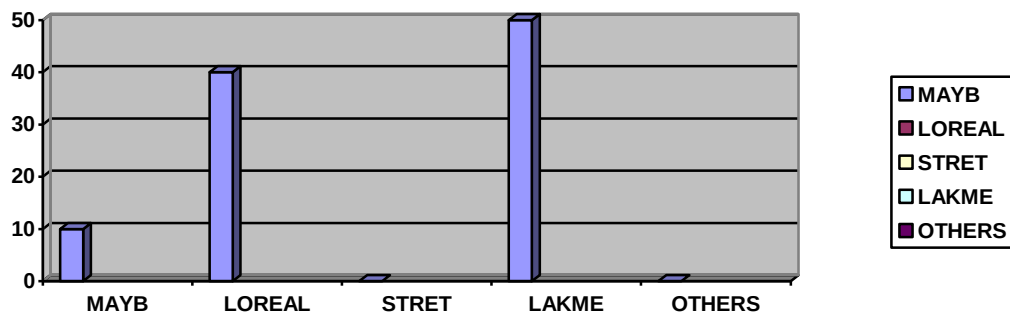


INTERPRETATION::

The data tells us that 50% of respondents are themselves who decides which brand to use and 40% of respondents are influenced by their friends

Q 04) When you here of Cosmetics which Brand of cosmetics comes first in to your mind?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
MAYBELLINE	10	10%
L'OREAL Paris	40	40%
STREETWARE	00	0%
LAKME	50	50%
OTHERS	00	0%
TOTAL	100	100%

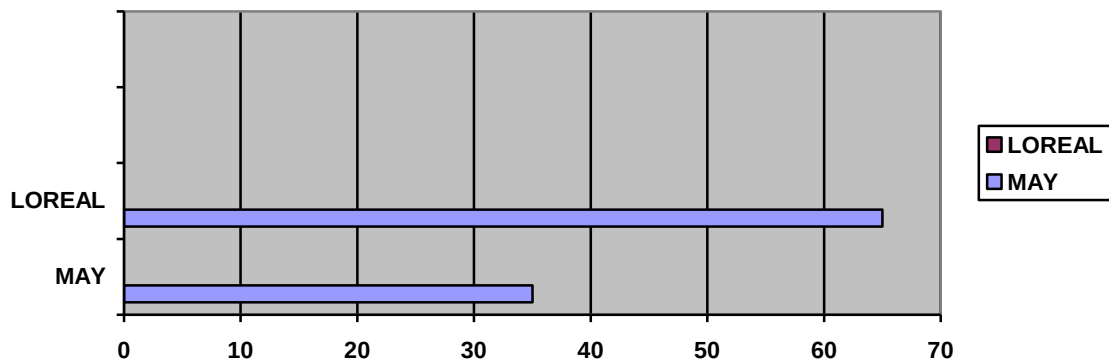


INTERPRETATION::

This data tells us that from the following brands 50% of respondents think of L'Oreal first when comes to cosmetics and 30% think of Lakme 10% for Maybelline and others and it also says that non of the respondents know about the STREETWARE Brand of cosmetics....

Q 05) Are you aware of the following Cosmetics brands?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
MAYBELLINE	35	35%
L'OREAL Paris	65	65%
TOTAL	100	100%



INTERPRETATION:

This data tells us that 65% of respondents are aware of L'Oreal brand and 35% of MAYBELLINE Brand....

Q 06) Are you particular about your cosmetics brands?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
YES	65	65%
NO	35	35%
TOTAL	100	100%

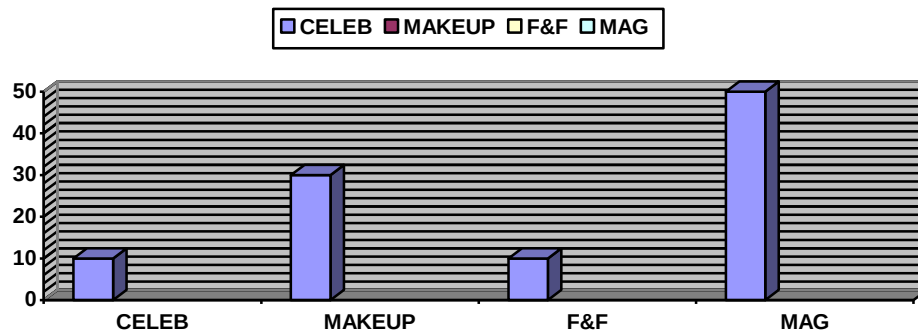


INTERPRETATION:

This data analyses tells us that more than 60% of respondents are particular about their cosmetics brands.....

Q 07) you get to know about Cosmetics brands through?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
CELEBERITIES	10	10%
MAKEUP CONTEST	30	30%
FAMILY & FRENZ	10	10%
MAGZINES	50	50%
TOTAL	100	100%

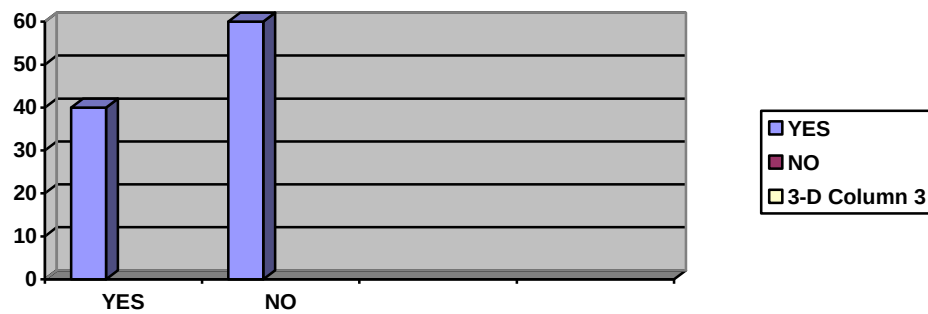


INTERPRETATION::

This data tells us that more of the respondents come to know about Cosmetics brand is from magazines its almost 50% and next it comes from make up contest upto 30%....

Q 08) Do you prefer international cosmetics brands?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
YES	100	40%
NO		60%
TOTAL		100%

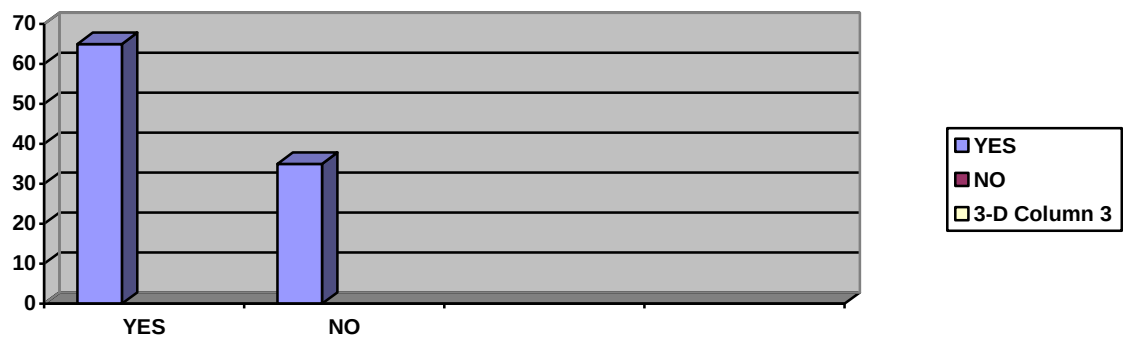


INTERPRETATION::

This data tells us that 60% of the respondents tells that they don't go international brand and 40% will go for it....

Q 09) Are you more confident with the Cosmetics (makeup) on?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
YES	100	65%
NO		35%
TOTAL		100%

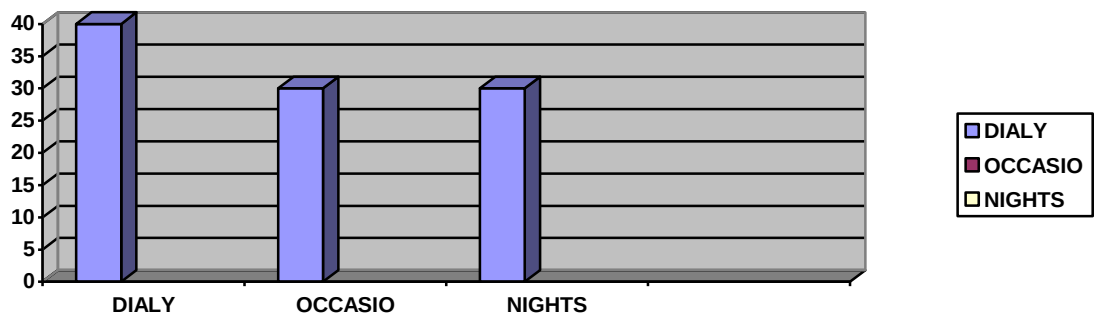


INTERPRETATION::

This data tells us that more than 60% of our respondents are confident with their makeup on.....

Q 10) How often do you use cosmetics (makeup)?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
DIALY	100	40%
ONLY FOR OCCASIONS		30%
ONLY FOR NIGHTOUTS		20%
TOTAL		100%

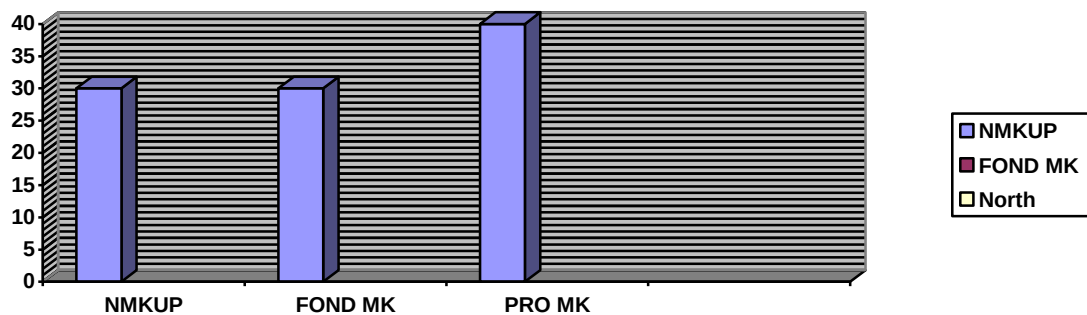


INTERPRETATION::

Here the data tells that 40% of the respondents tells that they used the cosmetics daily where 30% & 20% used for occasions and night outs respectively...

Q 11) What kind of Cosmetics (make up) do you normally go for?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
NORMAL MAKEUP	100	30%
FOUNDATION MAKUP		30%
PROFESSIONAL MAKEUP		40%
TOTAL		100%

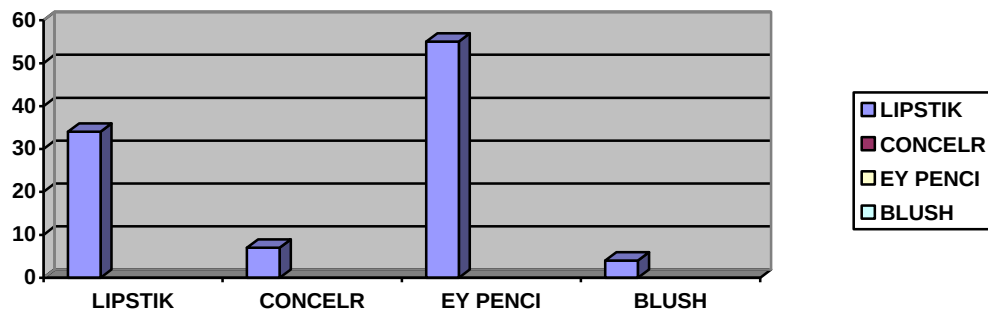


INTERPRETATION::

As in the respondents list professionals were much so 40% of them tells that they use professional makeup and 30% each for normal make up and foundation make up...

Q 12) The one Cosmetics product (makeup) item that you cant do with out?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
LIPSTICK	100	34%
CONCEALER		07%
EYE PENCIL		55%
BLUSHER		04%
TOTAL		100%

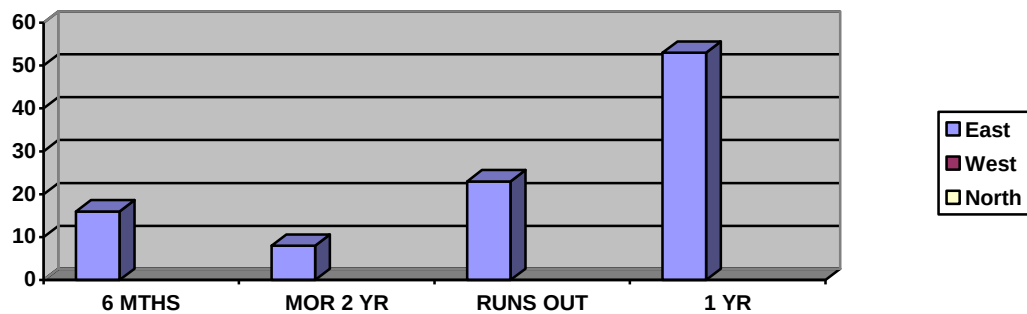


INTERPRETATION::

This data clearly tells that 55% respondents should carry eye pencil and 34% carry's lipstick in their makeup kit..

Q 13) For how long do you keep your cosmetics before throwing it away?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
SIX MONTHS	100	16%
MORE THAN 2 YRS		08%
ONLY AFTER IT RUNS OUT		23%
A YEAR		53%
TOTAL		100%

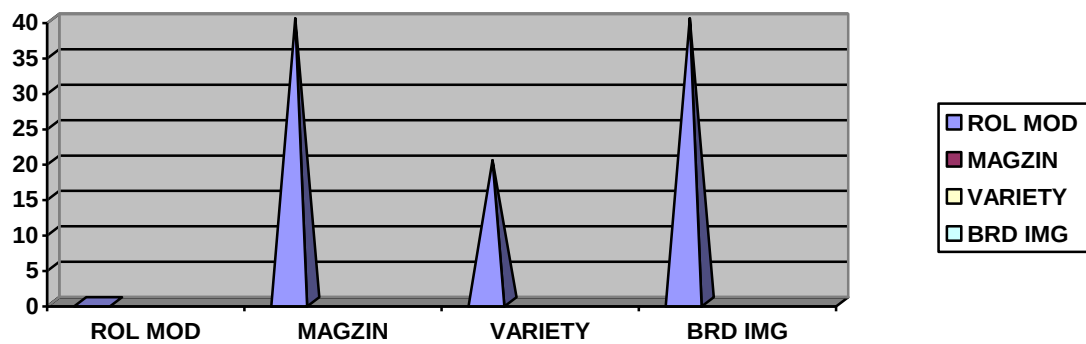


INTERPRETATION::

50% of the respondents tells that they throw it away their cosmetics products after a year and 23% of the respondents throw it after it runs out....

Q 14) What motivates you to go for a particular brand?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
ROLE MODELS	100	00%
MAGZINES		40%
VARITEY		20%
BRAND IMAGE		40%
TOTAL		100%

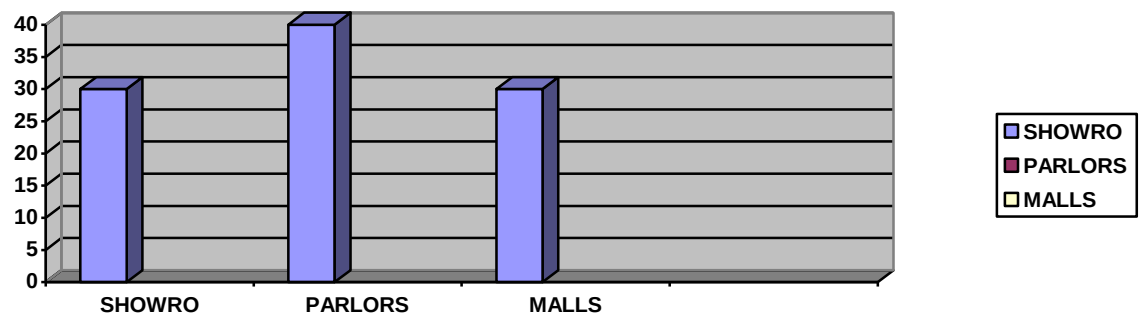


INTERPRETATION::

This data analyses shows that 40% each shows that the respondents get motivates from magazines' & brand image and none of them are motivated from role models.

Q 15) Where do you purchase your Cosmetics products?

<u>RESPONSE</u>	<u>NO OF RESPONDANTS</u>	<u>PERCENTAGE</u>
SHOWROOMS	100	30%
PARLOURS		40%
MALLS		30%
TOTAL		100%

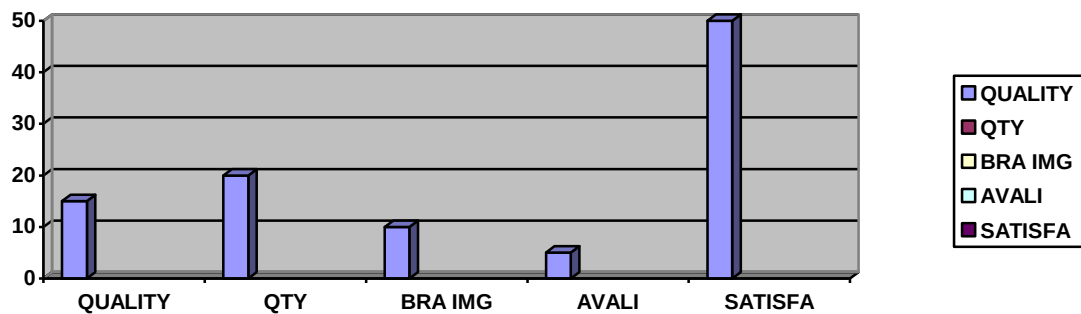


INTERPRETATION::

This data tells that 40% of the respondents are purchased their products from parlors and 30% each for showrooms and malls.

Q 16) You buy cosmetic product (make up) because of?

<u>RESPONSE</u>	<u>NO OF RESPONDENTS</u>	<u>PERCENTAGE</u>
QUALITY	100	15%
QUANTITY		20%
BRAND IMAGE		10%
AVAILABILITY		05%
SATISFACTION		50%
TOTAL		100%

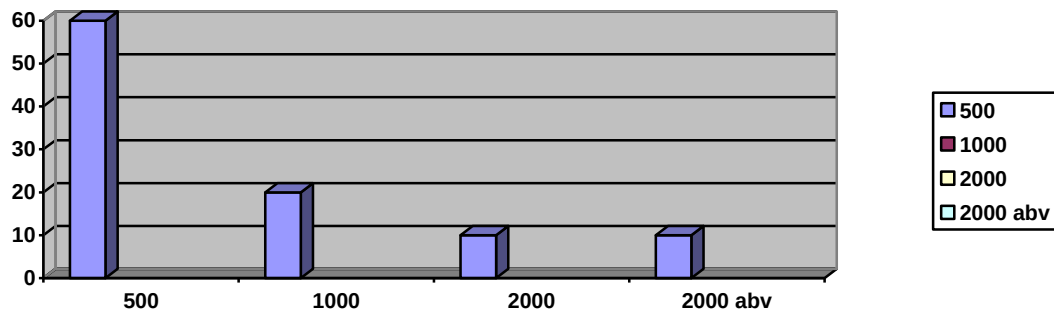


INTERPRETATION::

This data tells us that 50% of our respondents buy the products cos of the satisfaction level and 10% & 15% of respondents buy their products for brand image & quality.

Q 17) On an average how much do you spend on cosmetics on monthly basis?

<u>RESPONSE</u>	<u>NO OF RESPONDENTS</u>	<u>PERCENTAGE</u>
Rs 500	100	60%
Rs 1000		20%
Rs 2000		20%
Rs 2000 & above		10%
TOTAL		100%

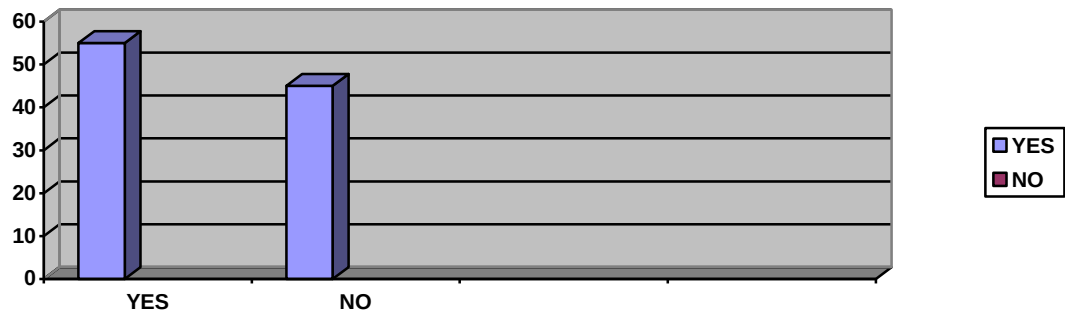


INTERPRETATION::

This data us that more than 55% of our respondents spend more than Rs 500 on cosmetics on monthly basis and 20% for each for Rs1000 & Rs 2000.

Q 18) Are you satisfied with the money you spend on your cosmetics products?

<u>RESPONSE</u>	<u>NO OF RESPONDENTS</u>	<u>PERCENTAGE</u>
YES	100	55%
NO		45%
TOTAL		100%

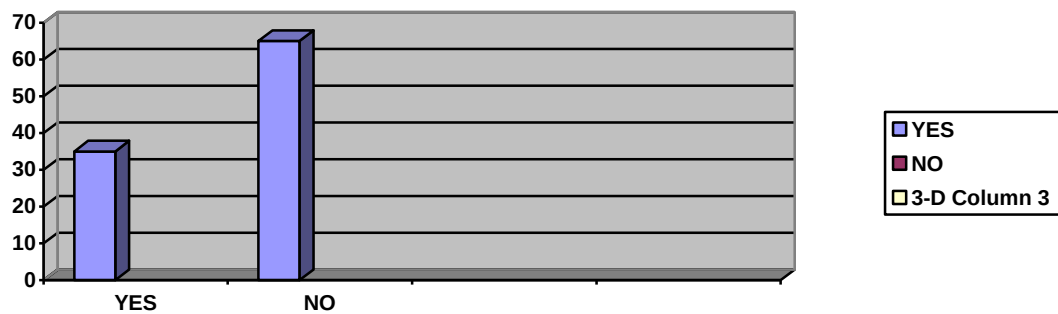


INTERPRETATION::

This data tells us that 55% of the respondents are satisfied with the money they spend on their cosmetics products and 45% are not satisfied.

Q 19) Do you prefer a substitute Cosmetic brand?

<u>RESPONSE</u>	<u>NO OF RESPONDENTS</u>	<u>PERCENTAGE</u>
YES	100	35%
NO		65%
TOTAL		100%



INTERPRETATION::

This data tells us that more than 60% of the respondents are don't prefer substitute for their cosmetics products

Q 20) Consumer opinion towards the availability of Maybelline and L'Oreal products?

<u>RESPONSE</u>	<u>NO OF RESPONDENTS</u>	<u>PERCENTAGE</u>
MAYBELLINE	100	35%
L'OREAL		65%
TOTAL		100%



INTERPRETATION::

This data tells us that Maybelline products are 35% easily available and L'Oreal products are 65% easily available....

FINDINGS

- **TABLE 1:** The data analyses tells that 50 % of respondents are using Cosmetics above 24 yrs and 10 % used less than 16 yrs & in between 17 yrs – 20 yrs
- **TABLE 2:** The data analyses tell us that almost 100% of our respondents are very much conscious about their skin's imperfection.
- **TABLE 3:** The data tells us that 50% of respondents are themselves who decides which brand to use and 40% of respondents are influenced by their friends
- **TABLE 4** This data tells us that from the following brands 50% of respondents think of L'Oreal first when comes to cosmetics and 30% think of Lakme 10% for Maybelline and others and it also says that non of the respondents know about the STREETWARE Brand of cosmetics....
- **TABLE 5** This data tells us that 65% of respondents are aware of L'Oreal brand and 35% of MAYBELLINE Brand
- **TABLE 6:** This data analyses tells us that more than 60% of respondents are particular about their cosmetics brands.....
- **TABLE 7:** This data tells us that more of the respondents come to know about Cosmetics brand is from magazines its almost 50% and next it comes from make up contest upto 30%....
- **TABLE 8:** This data tells us that 60% of the respondents tells that they don't go international brand and 40% will go for it....

- **TABLE 9:** This data tells us that more than 60% of our respondents are confident with their make up on.....
- **TABLE 10:** Here the data tells that 40% of the respondents tells that they used the cosmetics daily where 30% & 20% used for occasions and night outs respectively...
- **TABLE 11:** As in the respondents list professionals were much so 40% of them tells that they use professional makeup and 30% each for normal make up and foundation make up...
- **TABLE 12:** This data clearly tells that 55% respondents should carry eye pencil and 34% carry's lipstick in their makeup kit..
- **TABLE 13:** 50% of the respondents tells that they throw it away their cosmetics products after a year and 23% of the respondents throw it after it runs out....
- **TABLE 14:** This data analyses shows that 40% each shows that the respondents get motivates from magazines' & brand image and none of them are motivated from role models.
- **TABLE 15:** This data tells that 40% of the respondents are purchased their products from parlors and 30% each for showrooms and malls.
- **TABLE 16:** This data tells us that 50% of our respondents buy the products cos of the satisfaction level and 10% & 15% of respondents buy their products for brand image & quality.
- **TABLE 17:** This data us that more than 55% of our respondents spend more than Rs 500 on cosmetics on monthly basis and 20% for each for Rs1000 & Rs 2000.

- **TABLE 18:** This data tells us that 55% of the respondents are satisfied with the money they spend on their cosmetics products and 45% are not satisfied.
- **TABLE 19:** This data tells us that more than 60% of the respondents are don't prefer substitute for their cosmetics products.
- **TABLE 20:** This data tells us that Maybelline products are 35% easily available and L'Oreal products are 65% easily available.

Recommendation and suggestion

1. The cosmetic products should contain less chemical since the 100% of respondent are very much conscious about their skin and beauty very much.
2. The regular brands should be available in market especially when the come out with the added lure of discount. Since 70% of respondents are very much conscious about their particular brands.
3. The products must be made easily available. Since 35% of the total number of respondents find **MAYBELLINE** not easily available in the market and the majority of consumers shift their brand due to the non-availability of the products. It is therefore very important that **MAYBELLINE** makes its products easily available.
4. Confident with cosmetic (make up). Since 65%of respondents agree that they are more confident with the make on. So the cosmetic products give the confident to the gals to present them self's and their confident level in this world.
5. It has to make efforts to become 'consumer favorite brand'
Lakme is ranked as consumer favorite brand and the reason is that, it provides better quality, satisfaction and brand image. L'OREAL and MAYBELLINE also provides better quality, good brand image and satisfaction; nevertheless it is not universally accepted as the consumer favorite brand mainly because, quantity and price are the most satisfactory attributes of the products.

Although L'OREAL and MAYBELLINE provides better quality and better performance, it becomes unaffordable when it comes to price of its products.

6. Brand awareness

Customers get to know the cosmetic brands through many ways like ads, television, make up contest, magazines. To increase the brand awareness, **L'OREAL and MAYBELLINE** can go for magazines ads. Since 50% of the total number of respondents find magazines helpful to switch the brand.

7. Satisfaction of money spends; the majority of customers do not spend their more money on the cosmetic b'coz of the high price and less quantity. Since 46% of the respondents are not satisfied with the money spend on cosmetics. The customers find **L'OREAL and MAYBELLINE** too high. There fore this products should reduce there price and quantity should increase and it should be affordable.

8. Satisfaction of product; the majority of consumers of cosmetics buy there products because of satisfaction. Since 50% of respondents get there cosmetics products because they are satisfied. And satisfaction comes only when customer is getting his product in affordable price, quality, quantity, and availability.

9. The majority of consumers of cosmetics are students. Students cannot afford to purchase products that cost more than their pocket money so they go for products that are of low price. . Since 60% of respondents spends only 500Rs on cosmetic products. Therefore cosmetics products **L'OREAL and MAYBELLINE** have to reduce the price.

10. Usage of cosmetic products; in today's world the majority of women's are more aware of personalized attention about their skin needs. Weather it is for dark circle, acne etc. Since 53% of the respondents dump their cosmetics with in a year, and annual sales are guaranteed to be big hit

CONCLUSION

1. In the “Top of the mind” it is L’Oreal Paris which leads. There fore MAYBELLINE should try to improve the “top of the mind awareness”.
2. To increase the “top of mind awareness” the MAYBELLINE company should resort to heavy advertising in television media as well as in magazines and ads should focus on brand comprehension.(i.e. brand attributes).
3. Building up brand image and satisfaction is important as consumers consider satisfaction a brand image as an important factor while making a purchase decision.
4. Most of the peoples have negative attitude towards the price of the L’Oreal and MAYBELLINE products; these companies should try to educate the people about the important of specialized cosmetic products so that the price factor is almost ignored.
5. The majority of the customer is more conscious about their skin. So the companies should make less use of chemicals while they manufacture their cosmetic products.
6. The study reveals that the consumer lay a good deals and emphasis on the quality, quantity, range and satisfaction of the cosmetic products. The company should introduce new products to cater to the different taste and needs of consumers. And should suit to the Indian skins.

QUESTIONARE

Dear Sir / Madam

I ASMA TAJ a final year student of MBA from AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES Affiliated to Bangalore University. As a part of my curriculum, I have taken up a marketing research and I kindly request you to spare some time to answer the following questions.

QUESTIONS

PERSONNAL INFORMATION:

NAME:

AGE:

GENDER:

OCCUPATION:

E-MAIL:

MOBILE:

MONTHLY INCOME:

1. What age you started wearing Cosmetics (make up)?

Below 16	[	]
16-20	[	]
20-24	[	]
24 and above	[	]

2. Are you conscious about your skin's imperfection?

YES	[	]	NO	[	]
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3. Who is the decision maker?

Myself	[	]	friendz	[	]
Family members	[	]	relatives	[	]

4. When you hear of Cosmetics which brand of cosmetics comes first to your mind?

MAYBELLINE	[	]
L'OREAL Paris	[	]
STREETWARE	[	]
LAKME	[	]

OTHERS

5. Name any four different brands of Cosmetics that you are aware of?

.....
.....

6. Are you aware of following brands of Cosmetics?

Yes

No

MAYBELLINE

[]

[]

L'OREAL Paris

[]

[]

7. Are you particular about your Cosmetics Brands?

YES

[]

NO

[]

If so, why

.....
.....

8. You get to know about Cosmetics brands through?

CELEBRITIES

[]

MAKE UP CONTEST

[]

FAMILY & FRENDS

[]

MAGZINES

[]

9. Do you prefer International Cosmetic Brands?

YES

[]

NO

[]

10. Are you more confident with the Cosmetic (makeup) on?

YES

[]

NO

[]

11. How often do you wear cosmetic (makeup)?

DAILY

[]

ONLY FOR SPECIAL OCCASION

[]

ONLY ON NIGHTOUTS

[]

12. What kind of Cosmetics (make up) do you normally go for?

NORMAL MAKEUP	[	]
FOUNDATION MAKEUP	[	]
PROFESSIONAL MAKEUP	[	]

13. The one Cosmetic Product (makeup item) that you can't do without?

LIPSTICK	[	]	CONCEALER	[	]
EYE PENCIL	[	]	BLUSHER	[	]

14. For how long do you keep Cosmetic (makeup) before throwing it away?

SIX MONTHS	[	]
MORE THAN 2YRS	[	]
ONLY AFTER IT RUNS OUT	[	]
A YEAR	[	]

15. What motivates you to go for particular brands?

ROLE MODELS	[	]
MAGZINES	[	]
VARIETY	[	]
BRAND IMAGE	[	]

16. Where do you buy your cosmetic products (make up)?

SHOWROOMS	[	]
PARLOURS	[	]
MALLS	[	]

OTHERS SPECIFY.....
.....

17. Do you buy your cosmetic products (make up) because of?

QUALITY	[	]
QUANTITY	[	]
BRAND IMAGE	[	]
AVAILABILITY	[	]
SATISFACTION	[	]

18. On an average how much do you spend on Cosmetics (make up) on monthly basis?

Rs 500	[]	Rs 1000	[]
Rs 2000	[]	Rs 2000 and above	[]

19. Are you satisfied with the money spend on your Cosmetics products (make up)?

YES	[]	NO	[]
-----	----------	----	----------

If so, why.....

20. Do you prefer a substitute Cosmetic Brand?

YES	[]	NO	[]
-----	----------	----	----------

If so, why.....

.....

.....

21. Consumer opinion towards the availability of Maybelline and L'Oreal Paris Cosmetic products?

	Available	non-avail
MAYBELLINE	[]	[]
L'Oreal	[]	[]

22. Consumer perception towards Maybelline and L'Oreal products with compare to other brands?

GOOD	[]
VERY GOOD	[]
EXCELLENT	[]
CAN'T SAY	[]

23. Your opinion on your cosmetics products and how it should be?

.....

.....

.....

REFERENCES & BIBLIOGRAPHY

List of Books

- **Marketing Management (Millennium Edition) – Philip Kotler**
- **Consumer Behavior – Leon G. Shiftman & Loslie Lazar Kanok**
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