

**Analysis on The Body Shop's Competitive Advantage, Challenges and Future
Prospect in Cosmetic Industry**

THESIS

Presented as Partial Fulfilment of the Requirements

for the Degree of Sarjana Manajemen (S1)

in International Business Management Program

Faculty of Business and Economics Universitas Atma Jaya Yogyakarta



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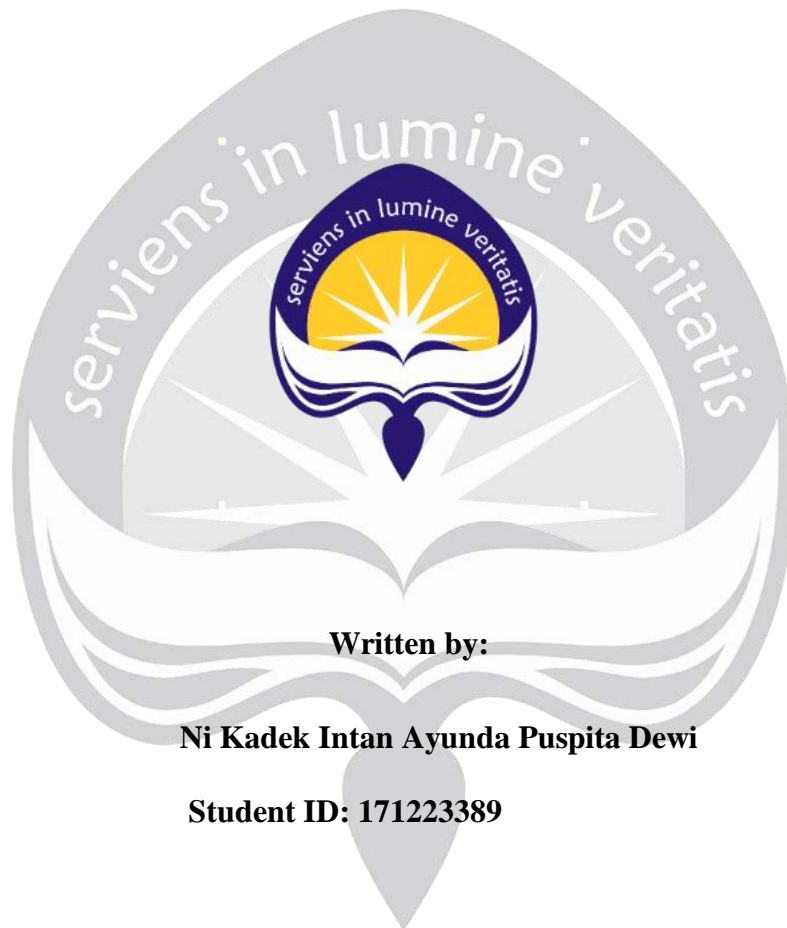
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Thesis

**Analysis on The Body Shop's Competitive Advantage, Challenges and Future
Prospect in Cosmetic Industry**



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Tiju Kodiya

Northampton, 20th May 2021

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ANALYSIS ON THE BODY SHOP'S COMPETITIVE ADVANTAGE,
CHALLENGES AND FUTURE PROSPECT IN COSMETIC INDUSTRY

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STATEMENT OF THESIS AUTHENTICITY

I, the author of this thesis, entitled:

ANALYSIS ON THE BODY SHOP'S COMPETITIVE ADVANTAGE, CHALLENGES AND FUTURE PROSPECT IN COSMETIC INDUSTRY

is my own writing. The part of my writing does consist others writing that I have cited and mentioned in references. I would like to take full responsibility of losing my degree that has been given by Universitas Atma Jaya Yogyakarta, if I have done plagiarism on this research.

Northampton, 22 April 2021

Writer,

A handwritten signature in black ink, consisting of stylized cursive letters, positioned above a horizontal line.

Ni Kadek Intan Ayunda P D

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First and foremost, I thank God for His wonderful blessings from the beginning of my study to this day, for guiding and giving me strengths so that I can complete this thesis entitled “Analysis of The Body Shop’s Competitive Advantage, Challenges and Future Prospect in Cosmetic Industry” as part of process to accomplish my study and achieve a Bachelor Degree in Business & Management (Top-up) in University of Northampton and in International Business and Management Program in Universitas Atma Jaya Yogyakarta.

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TABLE OF CONTENTS

APPROVAL PAGE	iii
THESIS AUTHENTICITY	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	viii
LIST OF FIGURES	viii
ABSTRACT	ix
CHAPTER I INTRODUCTION	1
CHAPTER II COMPARATIVE ANALYSIS OF THE BODY SHOP	3
CHAPTER III SOCIAL IMPACTS OF THE BODY SHOP	10
CHAPTER IV THE BODY SHOP'S CONSIDERATIONS TO ENHANCE ITS BUSINESS AND REACH ITS FUTURE PROSPECTS	16
CHAPTER V CONCLUSION	19
REFERENCES	21

LIST OF FIGURES

Figure 1:	The Body Shop's total revenue worldwide from 2016-2019	2
Figure 2:	most popular beauty brands by country in 2020	4
Figure 3:	The Body Shop's "Forever Against Animal Testing" campaigns from 1998-2017	5
Figure 4:	The Body Shop, Lush and Yves Rocher's numbers of link visit in December 2020	7
Figure 5:	the percentage of people who think that protecting the environment is important from 2009-2019	10
Figure 6:	Carroll's Pyramid of CSR	11
Figure 7:	The Body Shop salary rate in 2021	12
Figure 8:	global representation map of community trade suppliers to The Body Shop	14
Figure 9:	mobile app vs web	17
Figure 10:	men's personal care market report scope	18

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Abstract

The Body Shop is arguably one of the greatest sustainable beauty retailer. The company provides strong long-term competitive advantages that distinguish it from other competitors. In this thesis, VRIO analysis is used to analyse the internal factors of The Body Shop's competitive advantage by measuring the capabilities and resources owned by the company. On the other hand, the external factors will be analysed using Porter's 5 Forces by analysing the forces that shape competition within industry in order to create suitable strategies in the market environment. In terms of CSR, The Body Shop has been successfully generated many positive social impacts since 1986 that will be analysed using a theoretical framework called Carroll's Pyramid. This thesis will also provide advices for The Body Shop in order to enhance its business and to reach future prospects by implementing Ansoff Matrix into its business strategy.

Keywords: The Body Shop, VRIO analysis, Porter's 5 Forces, Carroll's Pyramid, Ansoff Matrix.