

THESIS

Marketing Audit of L'Oréal Paris in United Kingdom



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Be accepted in 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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Northampton, 17th July 2024

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STATEMENT OF THESIS AUTHENTICITY

I, the author of this thesis, entitled:

Marketing Audit: L'Oréal Paris

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, 8 May 2024

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ABSTRACT

L'Oréal Paris, a French brand, is highly recognised for its innovative contributions to the cosmetics business. The brand has effectively established itself as a dominant force in the United Kingdom market by offering a wide array of specialty skincare, haircare, cosmetics, and fragrance items. Nevertheless, the primary objective of this audit is to scrutinise the hygiene items provided by the institution. Nevertheless, the primary objective of this audit is to thoroughly examine and evaluate their hygiene goods. This audit will present conclusive evidence that L'Oréal has successfully formulated a well-defined mission plan, even in the face of many operational obstacles influenced by both internal and external forces.

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Executive Summary

L'Oréal Paris, a French brand, is highly recognised for its innovative contributions to the cosmetics business. The brand has effectively established itself as a dominant force in the United Kingdom market by offering a wide array of specialty skincare, haircare, cosmetics, and fragrance items. Nevertheless, the primary objective of this audit is to scrutinise the hygiene items provided by the institution. Nevertheless, the primary objective of this audit is to thoroughly examine and evaluate their hygiene goods. This audit will present conclusive evidence that L'Oréal has successfully formulated a well-defined mission plan, even in the face of many operational obstacles influenced by both internal and external forces.

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