

## **1. Introduction to Audit**

L'Oréal Paris, the esteemed French beauty brand, is committed to pioneering, excellence, and environmental responsibility. The company continually strives to provide an outstanding beauty experience and upholds the highest standards of excellence in all of its operations. This audit will conduct a thorough examination of the marketing methods employed by L'Oréal Paris in the UK market. Provides further perspectives on macro analysis, micro analysis, SWOT analysis, and strategic priorities.

## **2. Company Background**

L'Oréal Paris is a French company founded by researcher Eugène Schueller, who was driven by his passion for scientific advancement and ventured into the beauty industry. L'Oréal Paris is a prominent cosmetics company that has been at the forefront of innovation in the fields of make-up, skin care, hair care, and hair colour. L'Oréal Paris promotes women's empowerment by challenging stereotypes and embracing individuality. The brand supports women in their pursuit of personal growth and fulfilment. L'Oréal has a workforce of 87,400 individuals, who play a fundamental role in the company's development (L'Oréal Finance, 2022). L'Oréal's mission statement is to provide the highest quality, effective, safe, genuine, and responsible beauty products to meet the many requirements and desires of people worldwide (L'Oréal Groupe, 2024a). L'Oréal has been present in the UK and Ireland since 1932, catering to a large number of consumers in these regions on a daily basis (L'Oréal Groupe, 2024a). L'Oréal has achieved a brand recognition of 94% in the UK, indicating the accomplishment of its marketing strategy and strong market presence in the country (Statista, 2023a). L'Oréal's goal is to provide the highest quality, effectiveness, safety, honesty, and accountability in beauty products to cater to the many requirements and wishes of people worldwide (L'Oréal Groupe, 2024b).

## **3. PESTLE**

### **3.1 Politic**

The execution of post-Brexit border checks, initially scheduled for early 2024, has been delayed on five occasions since 2021. This repeated postponement has contributed to the prevailing confusion and uncertainty regarding the implementation of new border checks,