



## COMPANY ANALYSIS

L'ORÉAL

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

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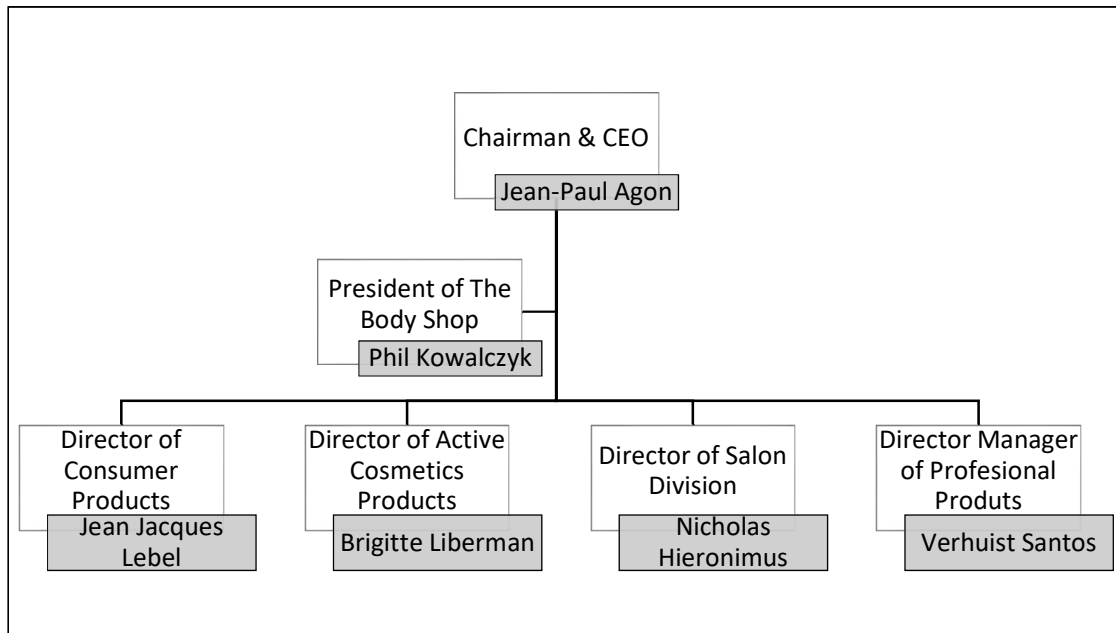
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## **EXECUTIVE SUMMARY**

Nowadays, beauty and personal care have biggest role in people appearance where it makes companies in this field to compete to get the name when people willing to give their penny for the best appearance with the good quality of products. Furthermore, anything can be make and fulfil just with your fingertips and smartphone can make it real. Same goes to the application that will help company to reach and get more access for their customer and help people to get the what they need without any obstacles. Therefore, the application is important in this field to ease the user for online purchasing with online shopping platform that provided by the company itself. The application also can be added some more feature to make it more beneficial to the users. Therefore, the application also should be more systematic and simple for the user to use. User friendly apps will attract people to use them.

## 2.2 Organizational Structure



**Figure 2.1** L'Oreal's Organizational Structure

## 2.3 Products/ Services

L'Oreal produces several products for beauty and personal care. The products as listed below:

1. Makeup
2. Skincare
3. Hair care
4. Hair colour
5. Hair styling
6. Men