
S&P TEST

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NATURA & CO SWOT & PESTLE ANALYSIS

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Company Name : Natura & Co

Company Sector : Fashion and Lifestyle, Personal Care and Beauty Products (Consumer Product-Non Cyclical)

Operating Geography : Brazil, South America, Global.

About the Company :

Natura & Co is a multinational group company of beauty products, toilets and fragrance in Brazil. Luiz Seabra established it in the year 1969 at Sao Paulo. Being from the land of Amazon, the company brands itself as a beauty solution through natural ingredients. Natura & Co includes renowned brands viz. Natura, Aesop, The Body Shop and Avon, the latest entrant in the portfolio. Natura has been the first among the companies trading in cosmetics to take environmental and social sustainability initiatives. It has always focused to challenge the old standards of beauty and invest heavily to counter industrial wastes. Although, Natura is a core Brazilian beauty product brand, still with its periodic acquisitions, it has established itself as a formidable global player in the industry, especially in the markets of US and Russia through Avon, UK through The Body shop and Australia through Aeshop. Like other global beauty care brands, Natura too has followed the trend of mergers and acquisitions to gain foothold in the foreign market and increase market share on home turf.

The USP or unique selling proposition of Natura & Co lies in being direct selling of natural yet innovative beauty care products through chains of beauty consultants. The aspiration statement of Natura & Co is “To nurture beauty and relationships for a better way of living and doing business”. The aspiration of the rising global brand states, “We will dare to innovate to promote positive economic, social and environmental impact”.

Revenue :

R\$ 14444 million - FY ending 31st December 2019 (y-o-y growth 7.8%)

R\$ 13397 billion - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Natura & Co is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong direct selling footprint 2.Building brand through acquisitions 3.One of the largest sellers of fragrance 4.Largest cosmetics brand in Brazil 5.Commitment to cruelty-free products 	<ul style="list-style-type: none"> 1.Amateur digital outlook 2.Shrinking share of Avon in Brazil 3.The Body Shop brands's capital fell five times since acquisition 4.Absence in 2 largest markets of the industry
Opportunities	Threats
<ul style="list-style-type: none"> 1.Capturing market share in the era of the new normal 2.Rising awareness regarding natural beauty products 3.Opportunity to gain market share in developed markets 4.Tea-based skin care products forecasted to witness a boom in the near future 	<ul style="list-style-type: none"> 1.Presence in highly competitive industry 2.Unable to break the ice with Chinese markets 3.Cultural shift in brand positioning 4.Direct Selling and dependency on door-to-door sales is a dying culture

PESTLE Analysis :

The PESTLE Analysis for Natura & Co is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.High taxation on luxury products in Brazil 2.Unable to faray into Chinese markets 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Being a participant of the 4th largest market in beauty products consumption 2.Despite economic recession, Brazil's beauty industry consolidating itself as one of the country's most vital and thriving sectors
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Built through social sustainability promising cruelty-free products 2.Increasing affinity of consumers towards beauty products made with natural ingredients 3.Brazilian's affinity towards low risk and cost saving beauty procedures spurring them to invest in cosmetics and skincare products 4.Rising awareness of men towards beauty products 5.Flagship concept store featuring refill station 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Connecting consumers and beauty consultants through digital platforms 2.Focusing on innovations in retail management 3.Digital transformation to suit the modern day requirements
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Voluntary adoption of Internal Controls to boost transparency in management 2.Terminating laws mandating animal testing on cosmetic products would help Natura to launch in Chinese markets 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Increasing use of recycled plastics in production chains 2.Flagship brand to declare itself as CO2 neutral

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