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# *The Multichannel Challenge at Natura in Beauty and Personal*

# *Introduction*

Natura, a worldwide service provider company from Brazil specializing in cosmetics and personal care products, got into a strategic issue in dealing with multi-channel management. Its historical successful sales model was focused on direct selling and, in its efforts to adapt to the consumer needs of today, it aimed to synchronize both the online and offline sales via stores.

# *Multichannel Landscape*

This paper shall later establish that new technologies such as e-commerce and evolving consumer shopping habits have transformed the industry. For Natura, the challenge was twofold: combining its heritage of a direct selling company with the innovative use of digital and store-based models.

# *Channel Conflict*

The actual addition of new channels to complement existing ones while ensuring direct erosion of sales with them and direct-sales consultants was a real threat.

# Conclusion

The multichannel problem faced by Natura demonstrates how it is increasingly difficult for companies to adapt classical organisational paradigms to an era of new media. Finally, four main areas of strategies addressed the challenges: sustainability, social media, responsibility, and values, which have prepared Natura to successfully managing these hurdles and becoming a role model in the beauty industry.

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