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NATURA COSMETICOS, S.A.





Introduction

Natura Cosméticos S.A transforms into one of the most successful of Brazil's cosmetics business, prominent in the beauty sector, which is famous for its environmental and social responsibility. Some of the solutions to the cases which are available at thecasesolutions.com covers company strategies and its operations and brings detailed insights into company's position and further outlook in the market.




Strategic Overview

Natura's business model is based on direct selling supported by numerous independent consultants that can communicate closely with consumers and contribute to brand recognition. This strategy has been very helpful in creating market for Natura in Brazil and in taking it to the other parts of the world. The case solution also focuses on the concept of USP and how Natura has been able to position itself as a seller of natural and environment friendly products.



Market Opportunities and Threats and Competition

The beauty and cosmetics industry is rather saturated full of threats for Natura facing tough competition from both the global players and the domestic rivals. The case solution discusses these competitive forces and Natura's tactics to sustain its market position. The main priorities for discussions are innovations in product design, the development of digital services for customers, and the company's growth in new industries.



Conclusion

Solution to the Natura Cosméticos, S. A. case can be found on the casesolutions. com offers a thorough anonymous analysis of the company's plans, initiatives in the sphere of sustainable development, threats on the market, and financial results. In being aware of the said elements, stakeholders are able to glean essential information on Natura's roadmap towards success and its firm pledge of lending a favourable contribution to society and the environment.

RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies.