

# Market Study



## Market study for hair salons using organic hair coloring

L'ORÉAL

Client	Requirements	Approach	Result
<ul style="list-style-type: none"><li>L'Oréal is a French industrial group of cosmetic products, which has become an international group, world leader in the cosmetics industry</li></ul>	<ul style="list-style-type: none"><li>L'Oréal was interested in hair salons doing "Organic" hair coloring or being interested in doing so</li><li>The market study was to be carried out on 4 regions: Flanders, Wallonia, Brussels &amp; Luxembourg City</li><li>The final goal was to find out what range of products to offer, to whom and at what price</li></ul>	<ul style="list-style-type: none"><li>We collected data from those hairdressing salons before analyzing them</li><li>The latter analyzation included analysis of the organic market, L'Oréal's current market shares in the organic, non-organic and shampoo markets</li><li>An analysis of the prices offered by competitors was also carried out</li></ul>	<ul style="list-style-type: none"><li>After analyzing the data, our recommendations regarding the target segment, the type of products and the price were proposed to L'Oréal via a presentation to the managers</li></ul>

