



# Marketing Strategy & Leadership

When organizations lack senior marketing leadership or need strategic direction.

CMO+

**Company : L'Oreal Paris Hair Styling**

**Industry : Personal Care**

**Marketing Case type : Marketing Strategy & Leadership**

## **Business Challenges**

L'Oreal Paris Hair Styling overall margin was slim. Product inventory was high.

## **Business Objectives**

To reshape L'Oreal Paris Hair Styling profitability .

## **CMO+ Approach / Marketing Goals**

Evaluate product assortment to improve profitability.

## **Services Delivered**

Portfolio streamline and inventory reduction program.