

# Project Profile

## L'Oreal

### AT A GLANCE

**Customer:**  
L'Oreal

**Industry:**  
Cosmetics

**Project:**  
Mapping of order taking process

**Services provided:**  
Supply Chain Strategy

**Outcome:**  
Improvement of performance in planning and executing launches



A leading light in the cosmetics industry for around a century, L'Oreal owes its very existence to research and innovation. Founder Eugene Schueller developed the world's first synthetic hair colorant. Today, L'Oreal still invests heavily in research and development creating up to 4,000 new formulae each year covering a wide range of products including skin care, sun protection, make-up, hair styling and fragrances.

The result is that L'Oreal is constantly refreshing its consumer offer, listening to its customers and bringing new products to market which meet new demands. It's a winning recipe – around 67 per cent of UK women use at least one L'Oreal product.

THE LOGISTICS BUSINESS was commissioned to investigate the way the Luxury Products Division of L'Oreal UK launches new products and, particularly, the way that resulting sales orders are handled. There were issues relating to the speed at which sales orders were processed and the flexibility and ease of use of

L'Oreal's existing software tools.

The real risk was that the maximum benefit from new products would not be gained because of delays in processing orders. L'Oreal has reported that its performance in planning and executing promotions and launches has "improved considerably" and that those results have proved to be sustainable. Christophe Albenque Head of Customer service and Supply Chain, of L'Oreal Luxury Product UK, said:

*"The mapping of the processes helped to make all teams aware that the solution would not be found in a heavy IT tool to manage the complexity of the operations but in the simplification of our processes."*

*"As it was a cross-function approach, it was important to have someone neutral with no pre-conceived ideas. This was crucial to the acceptance of the conclusions by all parties."*



THE LOGISTICS BUSINESS Ltd  
Old Court House  
The Crescent  
Bromsgrove  
B60 2DF  
UK  
Tel: +44(0)1527 889060  
Fax: +44(0) 1527 559192  
Email: [info@logistics.co.uk](mailto:info@logistics.co.uk)  
Web: [www.logistics.co.uk](http://www.logistics.co.uk)