



fundraising programs aimed at helping to eliminate the disease. The goal is to reach millions of people each year with lifesaving message of the importance of breast health and early detection, and to raise funds for The Breast Cancer Research Foundation to find a cure.¹¹

Conclusions and recommendations

In this report by implementing different models and tools, a marketing strategy for Estée Lauder brand has been developed. It is crucial to make a clear picture of company's marketing strategy in highly competitive skincare sector. Using Porter Five Forces Analysis and generic Strategy, the competitive balance of power in skincare sector, have been discussed. To adapt with today's sophisticated consumers and more segmented skincare market, Estée Lauder must emphasise on its core competencies which is product superior quality, differentiation and technological innovative advancement and exploit brands name and reputation to compete with its rivals. In addition Estée Lauder has to strengthen and expand its distribution channels- which are now mostly department stores to access to variety of customers in specific segments internationally. These could be considering as key priorities which must reflect in marketing mix planning in 1 and 5 years period.

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