

The Makeup Industry

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Sanika Kulkarni, and Wendy Venegas Bustamante**

Companies



MAYBELLINE
NEW YORK



Charlotte Tilbury

The Sephora logo graphic, consisting of four horizontal bars: a black bar at the top, a white bar, a black bar containing the word 'SEPHORA' in white, and a black bar at the bottom.

SEPHORA

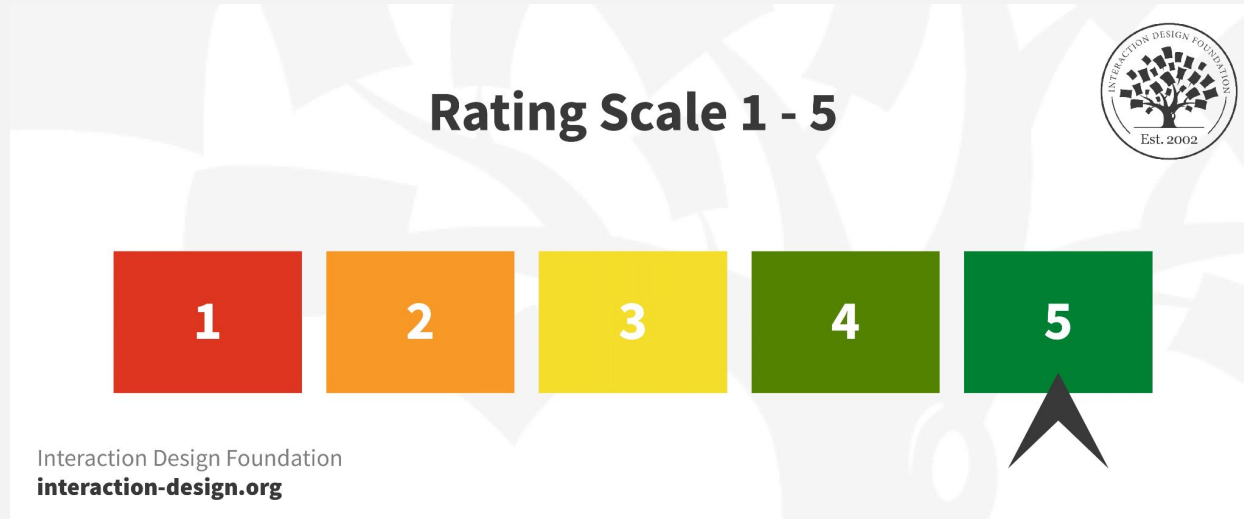
Functions

- Global Presence and Cultural Accommodation
- Marketing and Sales
- Customer Service & Support



Grading Scale: 1-5

Method: Average Rating of the Company (average of rating of 3 functions)



Requirements - Global Presence & Cultural Accommodation



Requirements - Marketing/Sales



Requirements - Customer Service & Support

Customer Service



Customer Support



Customer Success

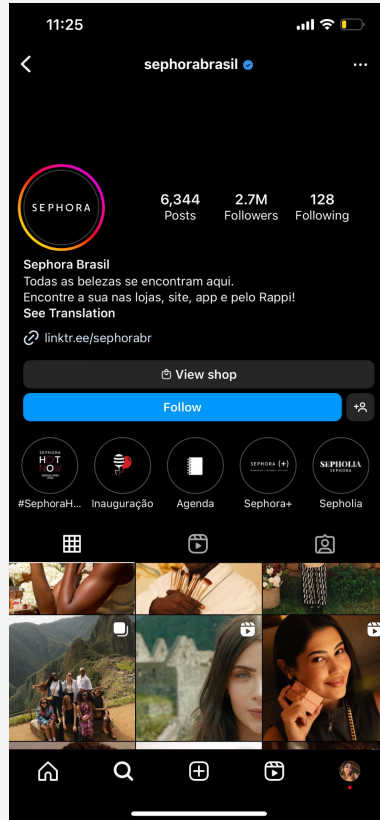
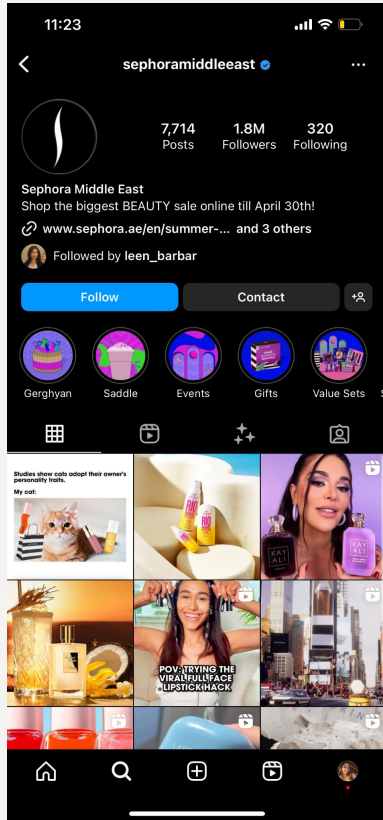


SEPHORA

Background

- Founded in France in 1969
- 2,600 stores in 35 countries
- Owned by Louis Vuitton
- Offers a wide range of beauty products
 - including cosmetics, skincare, and haircare

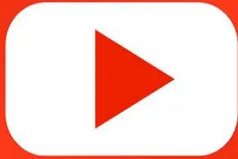
Global Presence & Cultural Accommodation



Grade: 3 out of 5

Marketing/Sales

SEPHORA



Grade: 4 out of 5

Customer Service & Support



Grade: 5 out of 5

2018 Beauty Insider Benefits

	INSIDER FREE	VIB \$350	ROUGE \$1000
Points per \$1 ▶ <small>Earn faster</small>	1 point	1.25 points	1.5 points
Birthday gift ▶ <small>More choices</small>	●	Choose gift or 250 points	Choose gift or 250 points
Seasonal savings ▶	●	●	●
FLASH! 2-day shipping ▶			FREE
Early access to product & events ▶			●

Redeem Your Points in the Rewards Bazaar

Put your points to use—new rewards drop every Tuesday and Thursday.

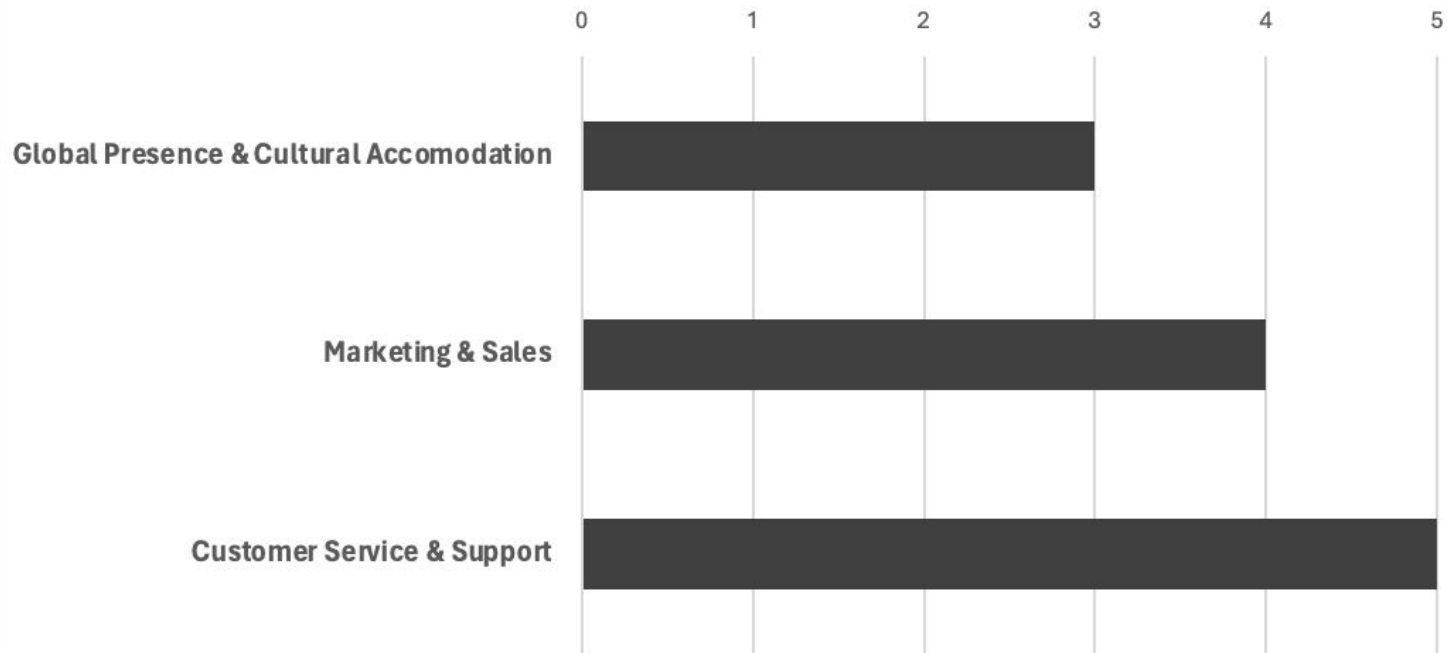
\$100 Rouge Reward ▶ <small>New</small>			●
Full-size products ▶ <small>New</small>		●	●
Trial-size products and sets ▶	●	●	●
One-of-a-kind experiences ▶	●	●	●

More Benefits for All Beauty Insiders

- ✓ In-Store Beauty Services
- ✓ Free Beauty Classes
- ✓ The Beauty Insider Community

Plus, stay tuned for more in 2019!

Terms and conditions apply. Go to [Sephora.com/terms-conditions-beauty-insider](https://www.sephora.com/terms-conditions-beauty-insider) for details.

Sephora Score by function



ESTÉE
LAUDER
COMPANIES

Background



Global Presence & Cultural Accommodation



Score: 5 out of 5



esteeclauderuk

Follow

Message

...

3,656 posts

307K followers

1,314 following

Estée Lauder UK

Welcome to the Estée Lauder UK Official Instagram

📍 linktr.ee/esteeclauderuk + 4



Double Wear



Re-Nutriv



Sabyasachi



IWD



#BecauseOf...



Legacy



#EsteeWish...

ESTÉE LAUDER

esteelaudergermany

Follow

Message

...

1,322 posts

16.7K followers

145 following

Estée Lauder Germany Market

Beauty, cosmetic & personal care

Willkommen bei Estée Lauder Deutschland! Freut Euch auf spannende News, Beauty-Tipps und Geschichten! #BeautifulTogether

Shop & Impressum:

📍 tinyurl.com/2p9y63te



BecauseOf...



EL X MESSIKA



COSTA RICA



ESTÉE LAUDER

Follow

エスティローダー 公式

@EsteeLauder_JP

新製品・キャンペーン情報などを発信しています。個別のお問い合わせへの返信はしておりません。下記URLよりフォームへの入力をお願いいたします。

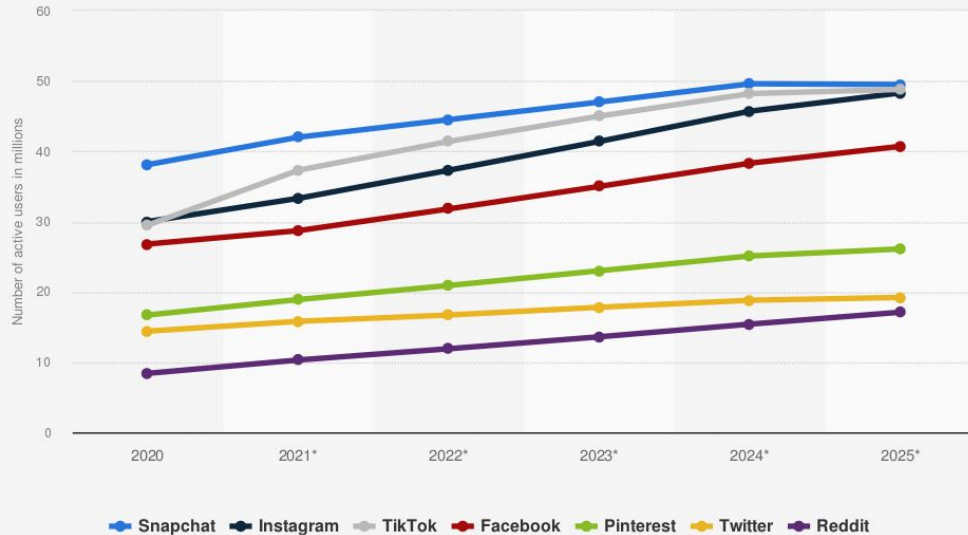
[Translate bio](#)

📍 東京都 千代田区 📍 bit.ly/39uldxo 📅 Joined June 2015

59 Following 121.1K Followers

Marketing/Sales

Number of Generation Z users in the United States on selected social media platforms from 2020 to 2025 (in millions)



- Grade: 3 out of 5
- They use Twitter or X which hasn't had a post since 2020
- Just starting to Use Tiktok

Customer Service & Support

Score: 3 out of 5



- Live chat option hours:
Mon-Fri from 10am-10pm
and Saturday/Sunday from
12pm-8pm

Customer Service & Support pt.2



ESTÉE LAUDER

WHAT'S NEW BEST SELLERS SKINCARE MAKEUP FRAGRANCE SETS & GIFTS RE-NUTRIV AERIN DISCOVER SERVICES OFFERS

SIGN IN
Join Estée E-List Loyalty



C

CUSTOMER CARE

SHIPPING +

RETURNS +

ORDERS +

FAQS +

SHOPPING +

GENERAL +

MY ACCOUNT +

CAREERS +

Contact Us

CHAT LIVE TEXT A BEAUTY ADVISOR 1.877.311.3883 FIND A STORE

1. What is your Question About?

- An Online Order Beauty / Product Advice Website / Technical Inquiry In-Store Service
 Estée E-List Loyalty Program

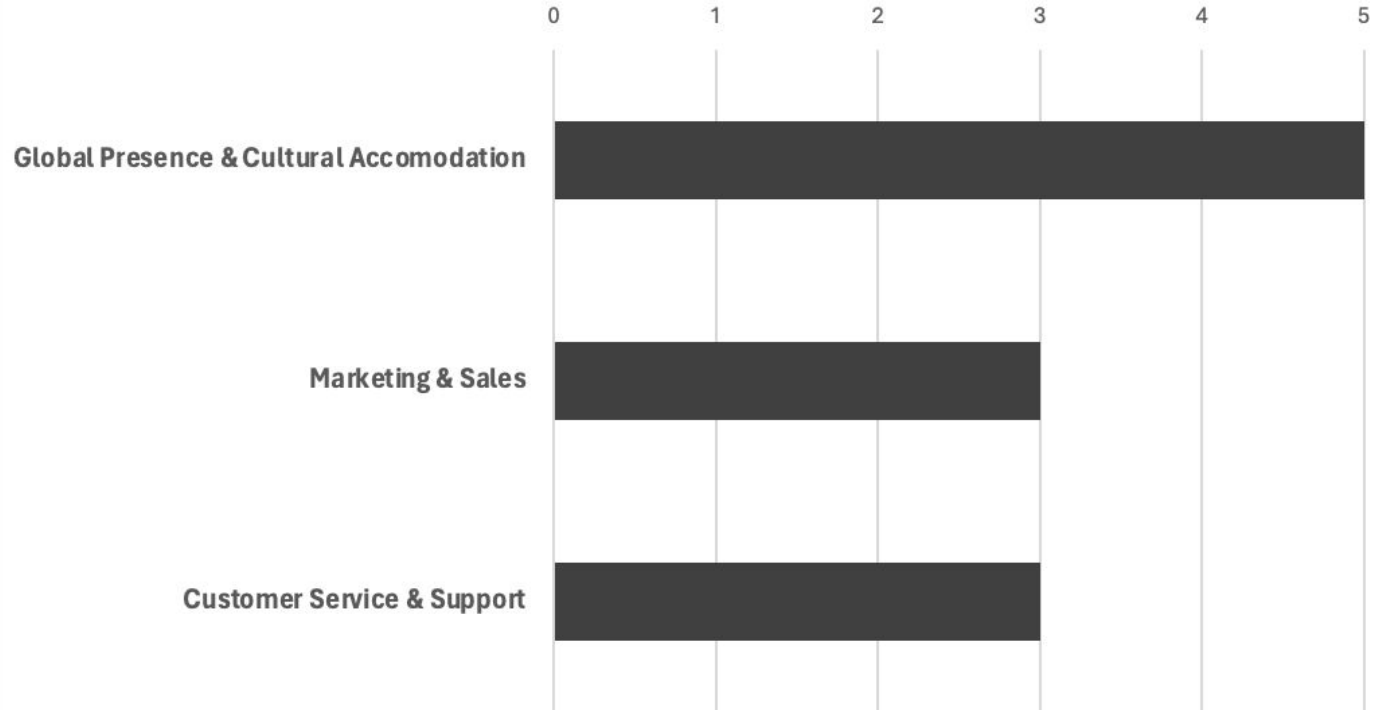
2. What Can We Help You With?

TYPE CONCERN HERE...

3. How Can We Contact You?

* Required fields

Estée Lauder Scores by Function





Charlotte Tilbury



CharlotteTilbury

Background

- Extensive collection of 200 products
- Skincare essentials, and fragrance offerings, etc.
- Entered the lucrative US market in 2014





Charlotte Tilbury

Global Presence & Cultural Accommodation

- Expanded its reach to 76 countries
- Needs its OWN stores
- Score: 4 out of 5



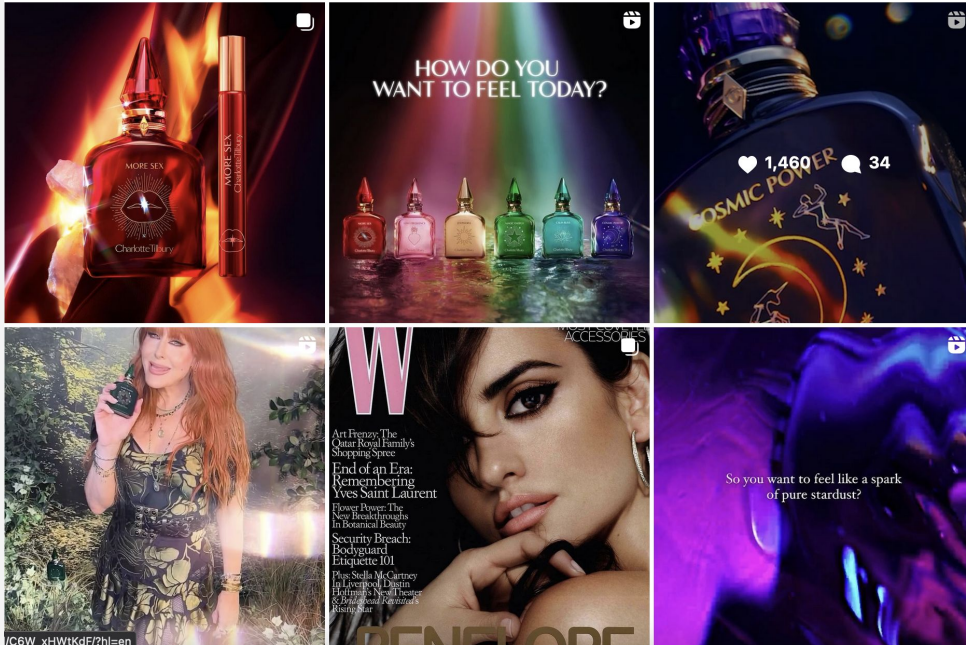
cult
BEAUTY

SEPHORA

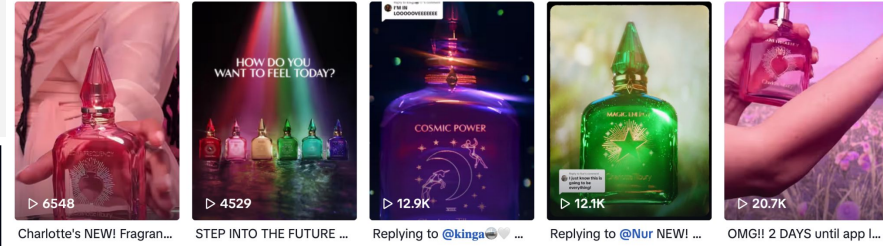
ASOS
discover fashion online

bloomingdale's

Marketing/Sales



Videos

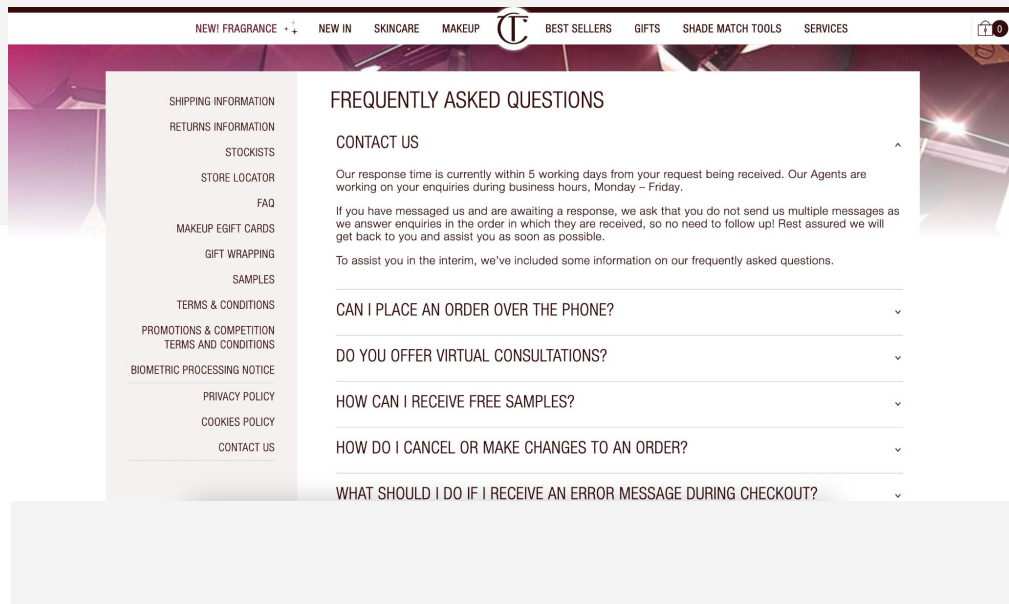


Charlotte's NEW! Fragran... STEP INTO THE FUTURE ... Replying to @kinga ... Replying to @Nur NEW! ... OMG!! 2 DAYS until app !..

Score: 5 out of 5

- Using most active platforms and quick content to capture attention

Customer Service & Support



Jen Walker

1 review  GB



5 days ago

WOW- too much hassle /cancelling orders

WOW! Cancelled my new customer order. Tried to reorder and it wouldn't let me use the new customer discount code. spent ages on web chat trying to get someone then another age trying to sort. only thing they could do was I had to re order whilst on chat and they would then refund the 15%! I also then couldn't use an apology free express shipping code. I re ordered and the web chat lady did apply express shipping but in my rush, I chose a warm shade not a neutral. the chat person wouldn't let me change nor cancel and so I will shop elsewhere. too much hassle!

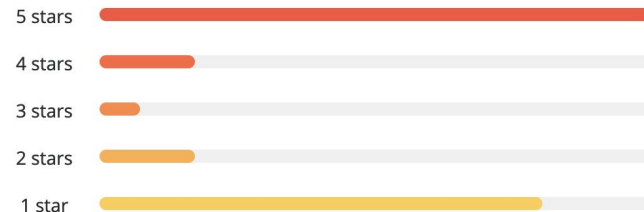
Date of experience: April 26, 2024

Score: 2 out of 5

Overall rating

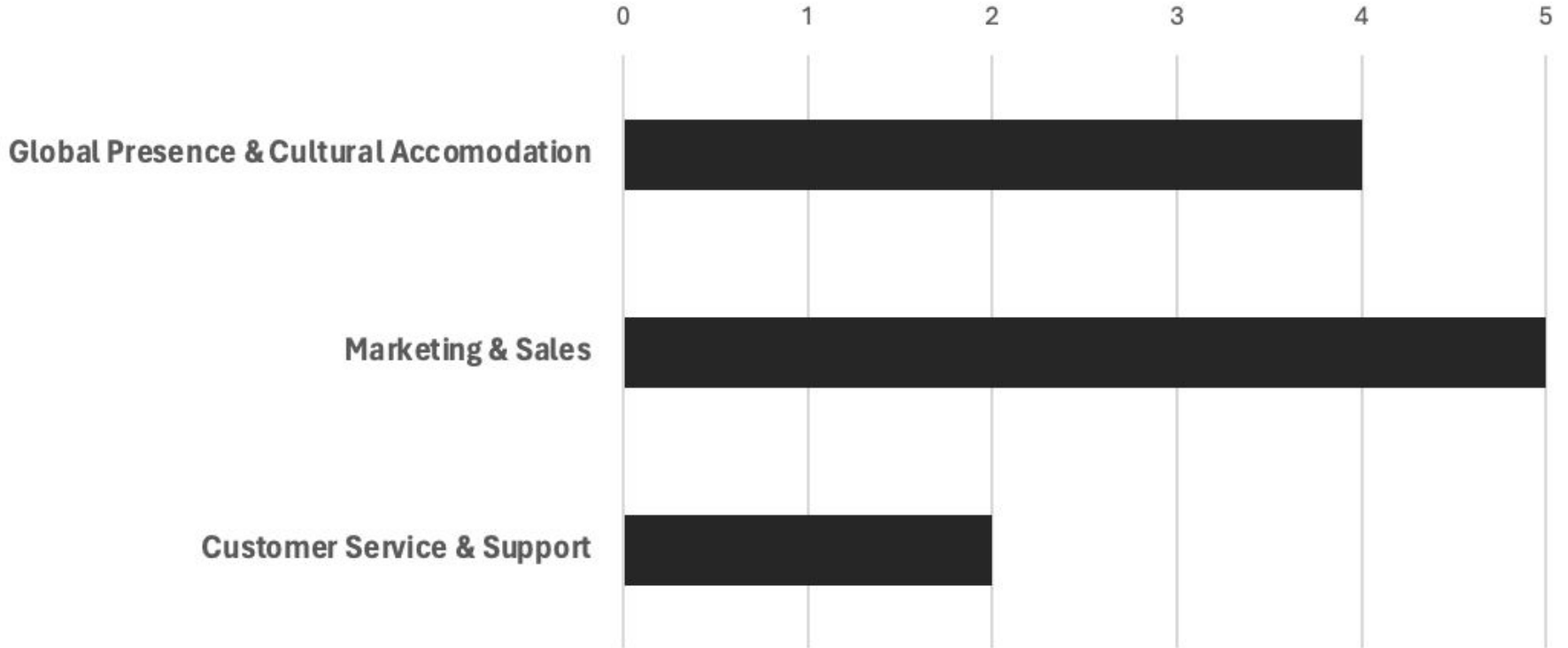


180 reviews





Charlotte Tilbury Score by Function



MAYBELLINE[®]
NEW YORK

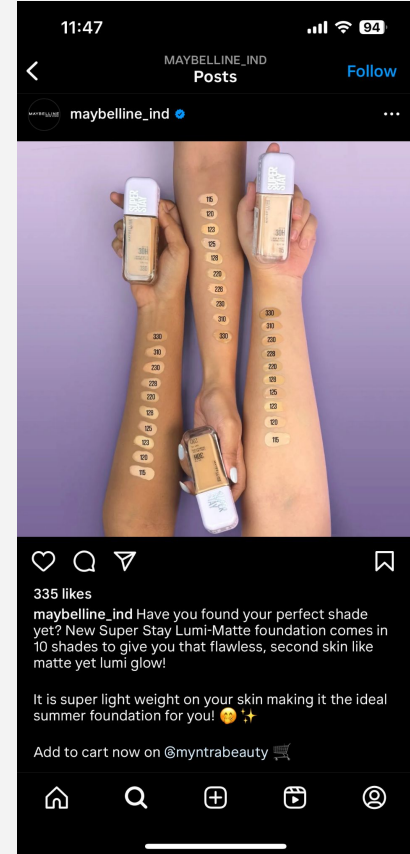
Background



Global Presence & Cultural Accommodation



- self-expression and individuality
- maintains 11 dedicated accounts globally
- diversity & inclusion
- Score: 4 out of 5



Marketing/Sales



adrianalima BOM DIA! 🌸🌸 Help me pick my @Maybelline makeup look for tomorrow night's gala...comment with 🌸 for Blushed Nudes or 🌸 for 24K Nudes! Let me know what you think IT WILL BE MAJOR 🌸🌸🌸 #MaybellineGirls

Load more comments

- saniyearsIn @ayssunarsslan
- melina.sark 🌸🌸🌸🌸
- robmazurek You have the sexiest eyes!
- lauraschietequatte @cladfs when we have the same and we shine like stars
- sdomingueshmac @cr.costa
- isma_abarf @inmafbenitez_
- bssengun Offfffffffffffffffffffff
- ffeyzaas @berintkrcl
- nurlan_aqakishiyev Azz Ma Hardansa

📍 🗨
221,238 likes
APRIL 30

Customer Service & Support

Score: 1 out of 5





Home / Contact Us

CONTACT US

For questions or comments about our products please call us at 1-800-944-0730, Monday through Friday, 10AM to 5PM EST or email us by sending a message below. For U.S. consumers only.

For international inquiries, please select your location in the footer to contact your local Maybelline customer service center.

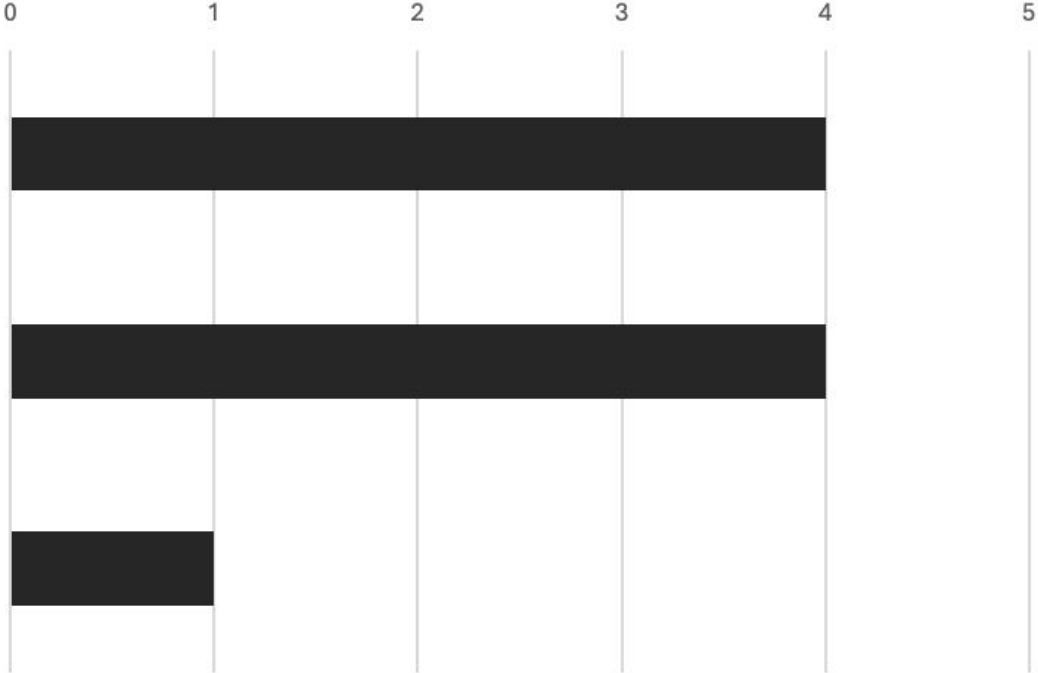
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Click [here](#) to view the California Consumer Privacy Portal.

What Type of Beauty Babelline are You?



Maybelline Score by Function



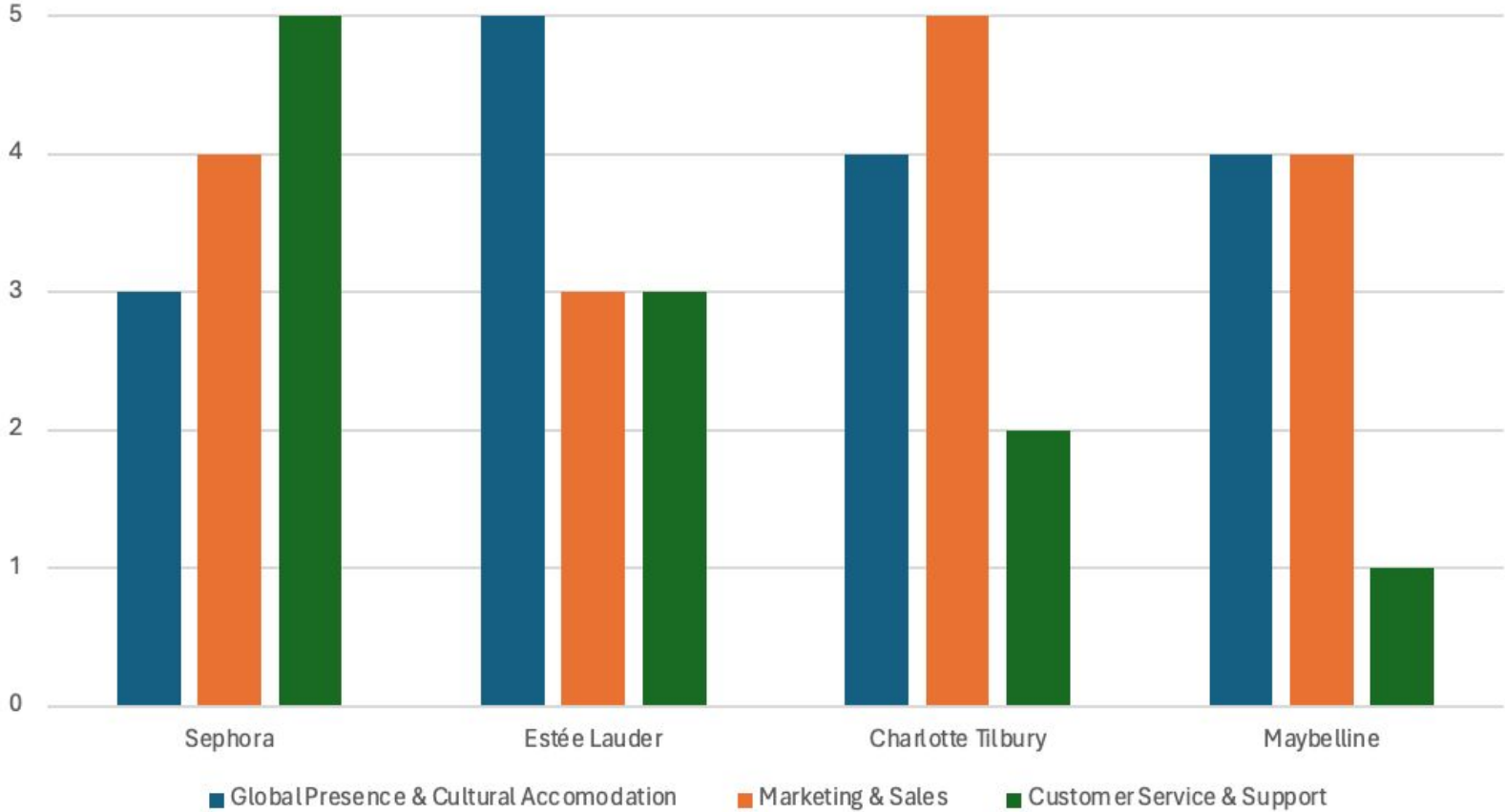
Global Presence & Cultural Accomodation

Marketing & Sales

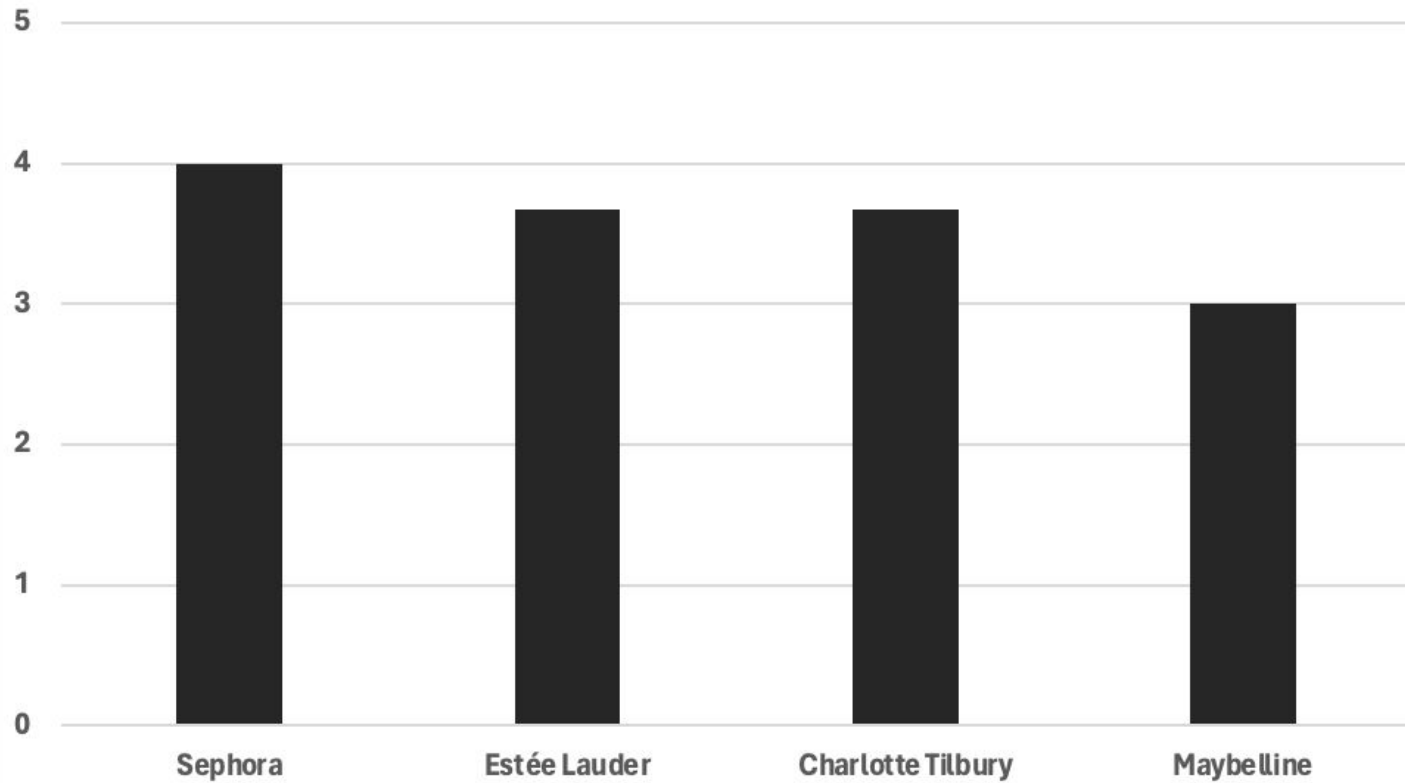
Customer Service & Support

Overall

Overall Comparison



Overall Rating





*Thank
you!*

The image features a dark purple background with a space theme. At the center, the word "Kahoot!" is written in a large, white, bold, sans-serif font. Below the text is a stylized Earth globe with several colorful location pins (red, green, blue, orange) scattered across its surface. The scene is decorated with various space-related elements: a rocket ship with two orange exhaust trails is positioned in the upper right; several floating Kahoot! logos, which are small icons of a smartphone with a colorful grid, are scattered throughout the space; and there are stylized purple mountains and a large dark purple moon in the background. Small white four-pointed stars are also scattered across the scene.

Kahoot!