



The Body Shop: Strategic Business Management

Miriam Mennen

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Seminar paper from the year 2003 in the subject Business economics - Company formation, Business Plans, grade: 2,1, New College Durham (Business School), language: English, abstract: This assignment is concerned with the strategic planning process of a chosen organisation which is The Body Shop International plc. In the first part, the assignment focuses on the mission, vision, values and the objectives of this company. In the second part, the assignment will look at The Body Shop's key stakeholders and analyse their influence on the organisation's strategy. Last but not least, the third part of the assignment will assess the main influences on the future success of The Body Shop.

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