

## **Abstract**

The main topic of this thesis is the modification of the Redken brand strategy from B2B to B2C orientation. Within the theoretical part, the current beauty market is primarily examined. The most important factors influencing the cosmetics industry are identified, such as the Covid-19 pandemic, the online space of social networks and e-commerce, or current social trends influencing shopping behavior such as the Clean beauty trend or the Self-care trend. Theoretically, the B2B and B2C market and their differences are further defined. The process of creating a strategy and its individual steps are also presented. Last part of the theoretical section is the definition of the Redken brand, its history, values and branding. The practical part includes qualitative research in the form of in-depth individual interviews with respondents from the managerial and hairdressing spheres. The analysis further consists of external environment analysis named PESTLE, customer segment analysis, competition analysis, and SWOT analysis. Based on the obtained primary and secondary data, a strategy is prepared in the form of a tactical annual plan. This plan consists of specific sub-steps, which are set in four quarters and six cycles. The prepared strategy takes care of the compliance of current branding and brand values and is based on the acquired theoretical and analytical knowledge. The tactical annual plan does not represent a complete transformation to the B2C market, but an additional orientation towards a new customer segment.