

Abstract

The aim of this bachelor's thesis was to evaluate the marketing strategy of the cosmetics company Codex Labs and to propose improvements in relation to its typical customer. However, such data was not available, so the next objective of the research was to define this customer. The target group of Codex Labs was determined on the basis of a questionnaire survey in which 122 Czechs participated. Respondents were selected using stratified random sampling based on highest educational attainment and gender. A SWOT situational analysis of the external and internal environment was used to assess the current marketing strategy of the brand. The marketing strategy categories evaluated were defined using the marketing mix theory, supplemented with elements of social marketing. The results of the questionnaire survey showed that the typical Codex Labs customer is a woman aged 25-34 who is actively interested in ecology and healthy living. This customer is happy to pay extra for organic packaging and natural ingredients, but insists that such products are just as effective as conventional ones. The analysis of the current marketing showed that Codex Labs has a well-adapted distribution strategy, brand positioning and strong social networks. However, in order to maintain its place in the market, the company should conduct further market research and was also advised to start building flagship stores. This research extended previous studies from Hungary and Croatia and confirmed that there are three groups of consumers in the natural cosmetics market.