

THE BODY SHOP Harvard Case Solution & Analysis



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Founder of The Body Shop
Anita Roddick
1902-1985



TheCaseSolutions.com

Source of The Body Shop

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Journal of The Body Shop

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LOGO





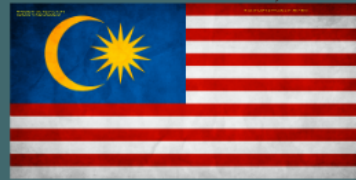
Founder of The Body Shop
Anita Roddick
1942-2007



- First store in Brighton, England in the year 1976
- The Body Shop International plc has 2,500 stores in 61 countries with a range of over 1,200 products.
- It sells naturally inspired, ethically produced beauty and cosmetics products
- March 2006, The Body Shop takeover by L'Oréal.



The Body Shop
in



Journey of The Body Shop



Founder of The Body Shop

Anita Roddick

1942-2007