**Module Six Assignment**

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BUS 225: Critical Business Skills for Success

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# Module Six Assignment

## Analysis of Content

The Estée Lauder report effectively captures a clear snapshot of the company’s performance and future direction. Key financials, such as $15.91 billion in net sales for fiscal 2023, breaking down the sales across regions and product categories. For instance, it shows that 39% of total sales came from the Americas, while 33% came from Asia/Pacific, offering insight into geographic performance. To illustrate the 12 % growth trends in skin care, they use CAGR (Compounded Annual Growth Rate) which is an indicative of an increase in sales which is important to the company’s overall strategy.

Additionally, the report dives into profitability, with figures such as operating margin and adjusted earnings per share (EPS), which help stakeholders understand the company’s efficiency and financial health. Specific adjustments, such as constant currency figures, help provide a clearer picture of real growth, excluding external currency fluctuations.

Estée Lauder also integrates social responsibility data, emphasizing initiatives like ingredient transparency and green chemistry, showcasing its commitment to sustainability and ethical practices.

The Estée Lauder report uses an image visual, line graphs, bar graphs, and pie charts, to make the information easier to understand and more engaging. The image visual highlights one of the company’s products, shown with a simple background. This clean, minimalist design reflects the brand’s premium identity and conveys a sense of sophistication, while also showcasing the product itself.

The line graphs track key performance trends, like stockholder return and cash flow, allowing readers to quickly spot patterns over time. The bar graphs compare year-over-year figures, such as operating margins and net sales growth, helping to highlight areas of improvement or concern.

Pie charts break down sales by product category and region, offering a clear snapshot of the company’s revenue mix. For example, one chart shows that skin care makes up 28% of net sales, providing an easy-to-understand overview of the brand’s diverse product portfolio.

## Analysis of Presentation

The Estée Lauder report started with a broad overview of the company’s comprehensive details about the company's operations, financial performance and its priorities, highlighting key aspects like innovation and sustainability. The report is organized according to financial highlights, brand performance, and social impact. For my report, I will make sure to present them with a clear division for each key aspect, such as performance data, trends, and strategic goals, to maintain clarity and flow.

In the Estée Lauder report, they use the actual photo of their products to strengthen the brand's identity and appeal, rather than just illustrating data. The images are thoughtfully chosen to convey the company's focus on quality and sophistication, rather than being purely decorative. They really complement the overall message and highlight the brand’s premium image. For my own report, I’d take a similar approach, using images that support and enhance the content. I’d make sure the images align with the message and add value to the storytelling, rather than just filling space.

I believe the Estée Lauder report was well presented and information in it are clear, professional, and engaging. The layout is clean, and the sections are well-organized, making it easy for readers to navigate through financial details, brand performance, and social impact initiatives. The use of visuals, like product photos and graphs, helps make key messages clearer and more appealing. I think it achieved its objective and it was strategic, which is easy for investors, stakeholders, and customers to comprehend.

In my opinion, one of the report’s strongest points is its equally well thought out financial data and sustainability efforts, at the same time reflecting the company’s profitability and its commitment to social responsibility. I actually appreciate how simple and clear the report is. However, I think it could be even more impactful if it included customer feedback or testimonials, such as real product reviews from people who have used the products. This could add a more personal touch and help make the data more relatable for a broader audience. For my own stakeholder report, I would consider incorporating customer reviews to provide more context and create a stronger impact with the reader.

References:

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