At the beginning of the project, our understanding of the Chalhoub Group was quite general, as we only knew it as a leading company in luxury retail managing brands like Sephora.This experience helped us understand how the company adapts to market trends through digital transformation and customer-focused strategies.For example, the Wellness division focuses on health and lifestyle products, while IT supports digital platforms and e-commerce systems.One of the most important insights from the representative meeting was that the company is made up of specialized departments such as Wellness, IT, and HR, which work together to ensure efficiency and growth.Overall, the project enhanced our skills in research, teamwork, and communication, and gave us a clearer understanding of how successful organizations operate.However, as we progressed, we realized that its strength lies not only in its brand portfolio but also in its internal structure, innovation, and organizational culture.We also learned that no .department works alone, as all teams must collaborate effectively

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