

What R U up 4?

In a Web 2.0 world where **virtual and real lives are mixed**, you will experience the launch of a brand new product, from the birth of an idea until the launch on the market as in the real business. This leads you to experience different fields of **R&I, Marketing, Sales Development, Operations, and Finance**, and interact with **international and local professionals**.

Throughout the story you will be challenged to take business decisions, to solve situational exercises, and to *reveal* your talent. Once the online business game has been completed, you will receive a **personalized evaluation with the aim to guide you in choosing your future career**. You will also have the opportunity to be **spotted as a great talent** by the L'Oréal recruiters.

The game needs approximately 6 hours to be completed and you have from October 5th till end of December to finish it. All participants who will complete the game within given dates will have the chance to be one of the 6 worldwide winners of a premium trip to Paris for 5 days. The top 10 people from Lebanon will meet L'Oréal Levant's HR team for a potential job vacancy.

