

# Amway India Enterprises Pvt Ltd in Retailing (India)

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## Abstracts

Amway India was among the pioneers for direct selling in India. The brand is primarily known for its beauty and nutrition products and it is also popular due to the convenience of direct selling and the high quality of its products. The company plans to maintain its leading position in direct selling with the help of its forays into store-based retailing. As the company is purely involved in direct selling, consumers do not get touch and feel of the products. In order to work around this, the co...

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