

# Amway Suisse Sarl in Beauty and Personal Care (Switzerland)

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## Abstracts

Like other direct sellers in Switzerland, Amway (Suisse) Sarl is increasingly facing falling consumer interest in its sales model, and is finding its marketplace narrowing. The company is therefore expected to deploy a strategy to make the sales model more attractive by increasing its prices in order to deliver better returns to distributors, build up brand equity and thus create a distance between the company and the store-based mass market.

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