

April Ltd in Beauty and Personal Care (Israel)

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Abstracts

April is the leading beauty specialist retailer in the Israeli market. The company focuses on maintaining a high level of customer service, while also continuing to invest in expanding its product portfolio. In 2015, it entered the hair care category, while in 2016 it expanded its niche fragrance offerings. In addition, the company launched a private label line in 2016, offering skin care and nail care products.

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Contents

Strategic Direction

Key Facts

Summary 1 April Ltd: Key Facts

Summary 2 April Ltd: Operational Indicators

Company Background

Chart 1 April Ltd: April in Yafo Street in Jerusalem

Internet Strategy

Private Label

Summary 3 April Ltd: Private Label Portfolio

Competitive Positioning

Summary 4 April Ltd: Competitive Position 2016

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