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AS Watson Health & Beauty Benelux in Beauty and Personal Care (Netherlands)

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Abstracts

The company's strategy is based on the buying habits and lifestyles of its customers. The company is quick to identify what customers want to buy and in creating cross-selling opportunities. For its retail outlets the company will continue to focus on increasing traffic by focussing on low prices and by offering a range of products at low prices that are not part of the normal range at beauty retailers. This approach will help it to sustain its image as a leader in terms of price...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Contents

Strategic Direction
Key Facts
Summary 1 AS Watson Health & Beauty Benelux: Key Facts
Company Background
Internet Strategy
Private Label
Summary 2 AS Watson Health & Beauty Benelux: Private Label Portfolio
Competitive Positioning
Summary 3 AS Watson Health & Beauty Benelux: Competitive Position 2013

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