

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

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Date: September 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A05F4FDC91EEN

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 raising 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 competitiveness...

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