

AS Watsons Guzellik ve Bakim Urunleri Ticaret AS in Beauty and Personal Care (Turkey)

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Abstracts

AS Watsons Guzellik ve Bakim Urunleri Ticaret AS (Watsons) aims to maintain its leading position in beauty specialist retailers through opening of new outlets and expand its private label portfolio. Good-quality private label products are likely to be one way for the company to differentiate itself from its rivals. The company planned to open additional 70 new outlets by the end of 2016.

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