

# Avon Bulgaria EOOD in Retailing (Bulgaria)

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## Abstracts

Avon is expected to achieve strong results during the forecast period by continuing with its mid-range price positioning and attempting to reach to younger customers via the internet. One key obstacle that Avon will have to overcome in order to be successful with such a strategy, however, is set to be generating customer loyalty as younger consumers rarely stick to one beauty and personal care brand.

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