

# Avon Canada Inc in Retailing (Canada)

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Date: March 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: AC0F89E27C2EN

## Abstracts

The company continues to focus on product development as well as sales force retention to maintain and grow its share of sales in Canadian direct selling. While reducing its exposure to underperforming areas, such as body care in beauty and personal care segment of its operation, the company will continue to build its presence in categories with stronger potential for growth, such as facial skin care and a number of others. The company is also focusing on improving and re-designing its online.

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