

Avon Colombia Ltda in Retailing (Colombia)

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Abstracts

Leveraging its structure of direct selling via catalogues, Avon launched a strong sales campaign for clothing for both genders as a complement to its cosmetics line. Avon is building a distribution centre in Antioquia, in the centre of Colombia, which started operations in 2011. This location is more environmentally-friendly than other distribution centres, and is near to major suppliers. This will help to increase the brand's socially responsible position, and also improve the company's.

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