

Avon Cosméticos Ltda in Retailing (Brazil)

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Abstracts

As part of a new strategy to generate sales, Avon Cosméticos is investing heavily in its new internet retailing site, called Avon Store. The company believes that by offering a multi-channel solution, consumers will increase their consumption of Avon products as they will no longer have to contact an Avon consultant to make a purchase. In addition, Avon maintained its competitive prices in 2016 due to the unprecedented slowdown in the beauty and personal care market in Brazil the previous year,...

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