

Avon Cosmetics de Venezuela CA in Retailing (Venezuela)

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Date: January 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: AC2ECD0BDE8EN

Abstracts

Avon aims to maintain its leading position in direct selling. Affordable prices, a widespread distribution network, an attractive product portfolio and local manufacturing will remain the company's key competitive advantages. The company will continue to offer two catalogues focused on beauty and personal care and home and fashion.

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