

Avon Cosmetics Egypt in Retailing (Egypt)

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Abstracts

Avon Cosmetics Egypt is planning to improve its position in direct selling by increasing its team of direct sales representatives. Currently, Avon has a large base of consumers in Egypt, which has been built on the reputation of its products, which are offered at prices which are affordable in comparison with beauty and personal care brands available through store-based retailing. Avon's flagship products are positioned in the categories of skin care and fragrances.

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