

Avon Cosmetics Finland Oy in Retailing (Finland)

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Abstracts

Avon Cosmetics intends to strengthen its position in beauty and personal care direct selling by providing excellent customer service through its sales representatives and offering fashionable, high-quality products to its customers. Personal service is a selling point for the company in its battle to compete with internet retailers. The company's challenge in 2012/2013 will be to rectify its plummeting net profit, which saw a significant drop in 2011.

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