

Avon Cosmetics Inc in Beauty and Personal Care (Philippines)

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Abstracts

Avon's significant investment in promotional activities in 2016 was noticeable to boost its status in beauty and personal care. This strategy is expected to increase over the forecast period as the company shifts to a greater focus on utilising digital platforms not only in promotion but also in retailing. Through this, the demand for its products is expected to increase, and might aid in boosting the number of representatives, which saw a huge decline in recent years.

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