

Avon Cosmetics Ireland Ltd in Retailing (Ireland)

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Abstracts

Avon continues to focus on new product offerings and frequent value offers and price deals in order to sustain consumer interest. The company has managed to retain the majority of its sales during the recession through well-positioned "smart value" products, and looks well-positioned to continue to achieve high sales.

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Contents

Strategic Direction

Key Facts

Summary 1 Avon Cosmetics Ireland Ltd: Key Facts

Internet Strategy

Company Background

Private Label

Summary 2 Avon Cosmetics Ireland Ltd: Private Label Portfolio

Competitive Positioning

Summary 3 Avon Cosmetics Ireland Ltd: Competitive Position 2012



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