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Avon Cosmetics Polska Sp zoo in Retailing (Poland)

https://marketpublishers.com/r/A8157702C61EN.html
Date: December 2016
Pages: 3
Price: US$ 150.00 (Single User License)
ID: A8157702C61EN

Abstracts

Avon Cosmetics Polska remains the largest direct selling company in Poland. The company is focusing on improving its traditional sales model thanks to newly acquired agents and their continuous education. At the same time the company is trying to combine traditional forms of direct selling with opportunities provided by the internet. Avon is improving the functioning of its website and is active in social media. With Poland being Avon's most significant European country in terms of sales and mar...

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