

Avon Cosmetics (Thailand) Co Ltd in Retailing (Thailand)

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Abstracts

Avon Cosmetics (Thailand) Co Ltd will focus on innovating new product developments together with growing its network nationwide. In 2012, the company celebrated its 125th anniversary under The Best Breakthrough strategy. With the success of its ANEW Genics series, the company is expected to continue to expand in the anti-ageing market in Thailand. The company will concentrate on penetrating three core market segmentations of anti-ageing, mass skincare and natural skincare. Nonetheless, the...

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