

Avon Products Co Ltd in Retailing (Japan)

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Abstracts

Avon Products aims to increase its sales through multi-distribution channels not only direct selling but also homeshopping and internet retailing. Based on domestic research and development, the company offers competitive products in a timely manner, and enhances the Avon brand. The company also focuses on its direct selling business by revitalising its door-to-door sales representatives, as well as aggressively investing in its direct mail business.

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