

Avon Products Inc in Retailing (Morocco)

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Abstracts

Avon Products Inc is expected to diversify the range of products it offers by offering items such as jewellery, accessories and bags due to the increasingly intense competition in beauty and personal care direct selling in Morocco at the end of the review period. Competition is rising in the channel following the entry of several players such as Cristian Lay, Sophie Marie, Forever Living and Farmasi during the review period, which added to the competition Avon faces from its traditional...

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