

Body Shop Plc, The in Beauty and Personal Care (Indonesia)

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Abstracts

Over the forecast period, more The Body Shop outlets are likely to be established in major shopping malls in large cities in Indonesia. The expected opening of new shopping malls in many cities is likely to drive the company's store opening strategy as all The Body Shop outlets are established in shopping malls. In addition to outlet openings, the company is expected to continue investing heavily in new product launches and promotions. Given these strategies, The Body Shop is expected to...

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