

# Bourjois SA in Beauty and Personal Care (France)

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## Abstracts

Over the forecast period Bourjois is expected to maintain its masstige positioning, and target young consumers of cosmetics. It is expected to continue to invest in innovation and advertising to boost its sales. In terms of products, creativity should continue to characterise its novelties. In terms of distribution channels, the company will take all opportunities to be present in premium distribution channels, such as in 2012, when it opened a pop-up store in Galeries Lafayette Boulevard...

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