

Diva Center sro in Beauty and Personal Care (Czech Republic)

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Abstracts

In 2017, Diva Center will continue to focus on its Marionnaud retail stores in the country. It expects to grow its online sales by stronger interaction with consumers via social media and advertising. It will also look for new opportunities to grow in terms of new outlet operation, looking especially at almost finished shopping malls across the country. Offering high quality services to consumers on site, ranging from sessions aimed at consumer education to paid make-up services, will remain the...

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