

# Douglas Latvia SIA in Beauty and Personal Care (Latvia)

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Date: April 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: DE7FCB79AE3EN

## Abstracts

Douglas is focusing on improving in-store experience and opening outlets in busy shopping malls and streets in the centre of towns. The company will look to maintain its luxury image and does not intend to broaden its number of outlets in order to maintain its exclusive image. In addition, Douglas also continuously renews its range and adds new private label offerings on a regular basis, although the company is avoiding low price products and focusing on middle income customers.

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## Contents

Strategic Direction

Key Facts

Summary 1 Summary Douglas Latvia SIA: Key Facts

Summary 2 Summary Douglas Latvia SIA: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Summary Douglas Latvia SIA: Private Label Portfolio

Competitive Positioning

Summary 4 Douglas Latvia SIA: Competitive Position 2016

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