

Esthetique Danmark A/S in Beauty and Personal Care (Denmark)

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Abstracts

As Denmark's largest selective perfumery chain, Esthetique Danmark focuses on internationally-recognised quality brands and aims to be the most professional beauty specialist retail chain in Denmark. Relying on its long-term relationships with many famous beauty brands, in-store expertise and strong reputation for customer service, the company secured considerable customer loyalty and was thus able to compete primarily against department stores and the large Danish chemist chain Matas. In order...

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Contents

Strategic Direction

Key Facts

Summary 1 Esthétique Danmark A/S : Key Facts

Summary 2 Esthétique Danmark A/S: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

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