

Esthetique Norge AS in Beauty and Personal Care (Norway)

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Abstracts

Esthetique Norge acquisition of the Sweden-based Kicks retail chain in 2011 led to the company registering positive value growth for the first time in three years. The company's main strategy remains focused on broadening its target consumer base by adding mass brands which are appealing to a different consumer segments. The company seeks to gain new customers for both the Esthetique and Kicks retail chains by offering a wider variety of products and increasing the frequency of its marketing...

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