

Fancl Corp in Consumer Health (Japan)

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Abstracts

Fancl Corp aims to promote its top-selling brand Fancl as global premium brand and position itself as company which acts as a partner help consumers fighting against the ageing process. The company is set continue to maximise its three sales channels (catalogue sales, internet sales, store-based) to create synergies in its channel mix and marketing mix strategy. It intends to strengthen its presence in growing areas such as anti-ageing, beauty and weight management, and further develop a system...

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