

Hondos Bros in Beauty and Personal Care (Greece)

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Date: April 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: HB3106DD12AEN

Abstracts

Chained beauty specialist retailer Hondos Bros has adopted a conservative strategy in terms of its expansion as it prefers to invest in expanding and improving its range of products and reducing its pricing instead of expanding its store network. The retailer's main advantage over its competitors is that it has managed to incorporate a wide range of branded and unbranded products under its well-recognised brand name.

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