

IMPO-Import Parfumerien AG in Beauty and Personal Care (Switzerland)

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Abstracts

Impo Import Parfümerien's main strategy is to continue to open new stores in prime locations and focus on maintaining its aggressive price policy. Its slogan "A great selection at affordable prices" is expected to remain on its agenda over the forecast period while the company will continuously seek to enhance the quality of its customer service. While it is expected that maintaining a low price policy in a highly competitive environment may pay off in terms of short-term results, this...

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