

Kiko SpA in Beauty and Personal Care (Portugal)

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Abstracts

Kiko SpA expects to continue to achieve growth through its existing price strategy, as well as through organic growth. The company has 28 stores in Portugal, with openings at the end of 2015 including Strada Shopping Outlet in Lisbon, and in Madeira Shopping, in Funchal, on Madeira. Under the claim “Be what you want” Kiko SpA will continue to deliver a wide variety of products, with the objective of reaching an increase number of different consumers.

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