

Kikocos Portugal - Unipessoal Lda in Beauty and Personal Care (Portugal)

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Date: April 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: K4F3CFDB6F8EN

Abstracts

In order to gain increased visibility in the national panorama, Kikocos's main strategy is anticipated to be centred on a strong policy of opening new stores. Unlike the previous policy, focused on the inauguration of new stores in shopping centres, after the opening of the Kiko Milano store in the heart of Lisbon, namely in Rua Augusta (Augusta Street), Kikocos is anticipated to open more high street stores. Looking to maintain its growth trend, its fierce price policy is likely to be maintaine...

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