

Marionnaud Parfumeries Autriche GmbH in Retailing (Austria)

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Abstracts

After years of sluggish performance, facing growing competition from drugstores such as Bipa and dm which are increasingly selling premium cosmetics and from the German retailer Müller, Marionnaud is set on a recovery path. Cost cutting, reorganisation and IT improvement in the review period have prepared the company to catch up with market dynamics.

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