

Marionnaud Switzerland AG in Beauty and Personal Care (Switzerland)

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Date: April 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: MB79CC28336EN

Abstracts

Marionnaud Switzerland AG experienced years of sluggish performance in Switzerland and had to close a significant number of outlets over the review period. In order to regain its leadership in beauty specialist retailers, the company aims to recruit new consumers through price reductions and through the development of its internet retailing activities.

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