

Natura Cosméticos SA in Beauty and Personal Care (Brazil)

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Abstracts

Due to the fatigue of the direct selling channel, Natura Cosméticos opened the first store of its own in 2015 and introduced the cheaper line SOU in Raia Drogasil chained drugstores at the beginning of 2016. Currently, it has five brick-and-mortar stores.

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Contents

Strategic Direction Key Facts Summary 1 Natura Cosméticos SA: Key Facts Summary 2 Natura Cosméticos SA: Operational Indicators Competitive Positioning Summary 3 Natura Cosméticos SA: Competitive Position 2016



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