

Natura Cosméticos SA in Retailing (Brazil)

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Abstracts

Natura Cosméticos is expected to maintain its focus on diversification, which has included the opening of its internet retailing platform Rede Natura and a new marketing campaign called Chame Natura. Another attempt designed to demonstrate the company's new multi-channel approach was the opening of three outlets in the city of Sao Paulo in 2016.

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