

Novos Rituais - Comércio de Cosméticos Artigos de Higiene e Alimentares Lda in Beauty and Personal Care (Portugal)

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Abstracts

In order to expand its business going forward, Novos Rituais, the owner of the Rituals brand in Portugal, is restructuring its entrepreneurial strategy. While until mid-2016 all Rituals outlets were operated through a franchising chain, in July 2016 this Dutch-based beauty and personal care retailer decided to start to manage all stores through a combined Iberian subsidiary created for this purpose effect. As a result, in order for Rituals to turn into an iconic specialist beauty and personal ca...

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