

Nu Skin Enterprises HK Inc in Retailing (Hong Kong, China)

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Abstracts

Nu Skin Enterprises is set to continue tapping into social media, online systems and mobile platforms to reach out to a wider consumer audience as a core part of its ongoing marketing initiatives in order to raise consumer awareness of its brand and promote the designated image for this brand. In addition, Nu Skin Enterprises HK is set to focus more on engaging with and expanding its team of direct selling agents, with the aim of reviving its fortunes in Hong Kong.

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Contents

Strategic Direction

Company Background

Digital Strategy

Competitive Positioning

Summary 1 Nu Skin Enterprises HK Inc: Competitive Position 2016

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