

Nuvó Cosméticos SA in Retailing (Uruguay)

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Abstracts

When Tupperware Brands Inc acquired Nuvo Cosmetics SA, the company sought to launch a line of cosmetics which would ensure good rotation, enable it to slightly reposition itself and achieve a more balanced business portfolio. In order to continue growing in a small country such as Uruguay, the company was forced to include other product lines in its portfolio. The company not only leads direct selling, competing with other beauty and personal care companies, but also commands a solid fourth...

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