

# Oriflame Egypt Co in Retailing (Egypt)

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## Abstracts

Oriflame Egypt continues to focus on promoting and distributing its products via direct selling and it is focusing on increasing and developing its team of sales representatives in the country. Until 2012, Oriflame Egypt ranked second after Avon in direct selling in Egypt. However, its wide range of trustworthy products offered at affordable prices has enabled the company to compete strongly with its arch-rival Avon in beauty and personal care direct selling and this led to the company leading d...

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