

Parfümerie Douglas GmbH in Beauty and Personal Care (Austria)

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Abstracts

Over the forecast period, Parfümerie Douglas is predicted to focus strongly on its internet retailing business and thus to increase its online sales in Austria. In order to achieve this, the company is also expected to focus on promoting itself through social media networks, such as Facebook, You Tube and Twitter. The company will also continue to offer discounted products in its stores and thus attract additional consumers in the future.

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