

Parfümerie Douglas Kft in Beauty and Personal Care (Hungary)

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Abstracts

Parfümerie Douglas Kft aims to strengthen its position within beauty and personal care and increase sales over the forecast period. The company aims to benefit from improving economic conditions, and therefore will launch new Douglas product lines and introduce successful foreign brands which are not known in Hungary. The company will continue to focus on social media tools and invest in developing its loyalty card programme and different promotional events.

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