

Parfumerie Secret de Beauté in Retailing (Morocco)

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Abstracts

Parfumerie Secret de Beauté's strategy in Morocco is to offer a wide range of well-known perfume brands, such as Paco Rabanne, Yves Saint Laurent and One Million. The company operates many stores across the largest cities, such as Marrakech, Casablanca and Rabat. The company offers a large number of products for both men and women. Secret de Beauté stores sell a large number of make-up and beauty products from different international brands. The company relies on offering high-quality products i...

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