

Parfumery Douglas Bulgaria OOD in Beauty and Personal Care (Bulgaria)

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Abstracts

As the country's leading premium beauty specialist retailer, Parfumery Douglas Bulgaria is present in the country with 17 outlets under its brands Douglas and Beauty Zone concentrated in urban areas such as Sofia, Plovdiv, Varna, Burgas and Stara Zagora, where the country's most affluent consumers reside. Its private label line Douglas Make Up is present in colour cosmetics. Towards the end of the review period, the company focused on expanding in major Bulgarian cities such as Plovdiv.

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Contents

Strategic Direction

Key Facts

Summary 1 Summary Parfumery Douglas Bulgaria OOD: Key Facts

Summary 2 Parfumery Douglas Bulgaria OOD: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Parfumery Douglas Bulgaria OOD: Private Label Portfolio

Competitive Positioning

Summary 4 Parfumery Douglas Bulgaria OOD: Competitive Position 2016

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