

Perco SA in Beauty and Personal Care (Guatemala)

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Abstracts

Through its chained store Fetiche, Perco has been able to maintain its position as the leading premium fragrance retailer in Guatemala. The company expanded its outlet network to have 13 retail stores open throughout Guatemala City. It is expected that Perco through its Fetiche retail brand will continue to record positive sales growth through the company's constant advertising campaigns, its regular discount events and special promotions in high traffic areas.

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