

# Perco, SA in Beauty and Personal Care (Guatemala)

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## Abstracts

Perco is the number one retailer within premium fragrances in Guatemala. The company, through its brand Fetiche, has been able to create a chain of eight beauty specialist retailers. Although it is more known for its sales of premium fragrances, Fetiche is also offered within other beauty and personal care. The company continues to use its biannual sales as an important way to reach customers with discounted prices.

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