

Perfume Shop Ltd, The in Beauty and Personal Care (United Kingdom)

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Abstracts

The Perfume Shop Ltd is feeling the pressure of the economic downturn. While value sales increased in 2012, this was mainly achieved through heavy promotions in order to lure customers in-store. The Perfume Shop Ltd has also followed a strategy of increased outlet expansion and is likely to continue with this strategy throughout the forecast period, with more Superdrug in-store outlets on the horizon.

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