

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

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Abstracts

The company is a specialist perfumery retailer in the UK and the Republic of Ireland, which regularly makes strategic changes to adapt and evolve to meet ever changing consumer needs. In 2015 the company sales grew thanks to wide availability of products as well as a combination of promotions and exclusive products which enticed consumers to frequent this retailer. The retailer was also popular for stocking newly launched fragrances to the market. The Perfume Shop will continue to develop a comp...

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