

# Perfumería Las Villas Premier VIP CA in Beauty and Personal Care (Venezuela)

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## Abstracts

Perfumería Las Villas Premier is one of Venezuela's leading beauty specialist retailers. The company is set to remain focused on offering premium brands, although it will also continue to widen its portfolio of more affordable products, as part of a strategy to reach a larger consumer base. Expansion through the opening of new outlets is likely to be limited during the forecast period because of the difficulties in bringing imported products into the country.

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## Contents

Strategic Direction

Key Facts

Summary 1 Perfumeria Las Villas Premier VIP CA: Key Facts

Summary 2 Perfumeria Las Villas Premier VIP CA: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Perfumeria Las Villas Premier VIP CA: Competitive Position 2015

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