

Productos Avon SA in Retailing (Peru)

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Abstracts

During the second half of 2012 and 2013, the company is expected to improve its advertising and reinforce its beauty consultant staff to gain penetration within middle and lower-income segments.

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Contents

Strategic Direction Key Facts Summary 1 Productos Avon SA: Key Facts Summary 2 Productos Avon SA: Operational Indicators Internet Strategy Company Background Competitive Positioning Summary 3 Productos Avon SA: Competitive Position 2012



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