

Quest Retail Pvt Ltd in Beauty and Personal Care (India)

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Abstracts

Quest Retail was one of the leading beauty specialist retailers in India during 2016. The company is known for its The Body Shop brand, which is mid-priced and popular amongst consumers. The company is involved mainly in the selling of naturally positioned beauty and personal care products. During 2016, the company opened 10 new outlets across the country. The company was also focused on launching new products with natural positioning. Due to the rising premiumisation trend in India, the company...

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Contents

Strategic Direction

Key Facts

Summary 1 Quest Retail Pvt Ltd: Key Facts

Summary 2 Quest Retail Pvt Ltd: Operational Indicators

Company Background

Chart 1 Quest Retail Pvt Ltd: The Body Shop in Bangalore

Internet Strategy

Private Label

Summary 3 Quest Retail Pvt Ltd: Private Label Portfolio

Competitive Positioning

Summary 4 Quest Retail Pvt Ltd: Competitive Position 2016

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