

Tupperware Tunisie in Retailing (Tunisia)

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Abstracts

Tupperware will strengthen its presence through increasing the number of its representatives and through more efficient sales training for its staff. More importantly, the company will continue organizing events such as parties to prepare cakes, meals and pastries in order to show how the products can be used and to encourage women to purchase them. Promotional campaigns and gifts will also be a key marketing strategy for the company.

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