

Unique SA in Retailing (Peru)

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Abstracts

Unique is one of the most important players within direct selling, due to the good quality of its beauty and personal care products. Given the fierce competition within direct selling, in the second half of 2012 Unique will continue to focus on product innovation and increase its number of beauty consultants to continue gaining penetration.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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