

Vorwerk España MSL, SC in Retailing (Spain)

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Abstracts

The company is expected to continue focusing its strategy on the sales of the TM5 Thermomix through its large network of direct selling agents, with the penetration of this product expected to reach 20% of Spanish households by 2021. Additionally, the company is expected to enter store-based retailing in the near future by opening some stores in Spain due to the extremely high success of its Thermomix brand.

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