

Vorwerk Portugal Electrodomésticos Lda in Retailing (Portugal)

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Abstracts

Supported by an efficient and proven multilevel marketing strategy, Vorwerk Portugal's main goal for the forecast period is to boost the sales of its popular flagship product, the Bimby multifunctional cooking appliance. In order for this scenario to materialise, Vorwerk executives are likely to continue investing in the development of a "Bimby Community". This begins with the direct sales strategy of product demonstrations, while the evolution planned by Vorwerk is to implement a marketing stra...

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