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Marketing Mix of Avon analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Avon marketing strategy. As of 2020, there are several marketing strategies like product/service innovation, marketing investment, customer experience etc. which have helped the brand grow. Marketing strategy helps companies achieve business goals & objectives, and marketing mix (4Ps) is the widely used framework to define the strategies.

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Avon Marketing Mix Case Analysis
This paper contains an analysis of the marketing mix followed by a Swot analysis of company Avon. It continues with a market research conducted among women in Brasov highlighting the attitudes, opinions and behaviour of women in Brasov on the acquisition and use of cosmetics product. The present paper analyzes the cosmetics market, the company Avon position in Brasov's market, identifying the company's main competitors, population segmentation.

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About Avon Avon is the world's leading direct seller of beauty and related products, reaching Representatives. 2009 saw Avon celebrate its 50th Anniversary in the UK. Avon UK has gone from strength to strength and now is one of the top beauty brands in the country, providing its customers with innovative, stylish, and great value [...]

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