

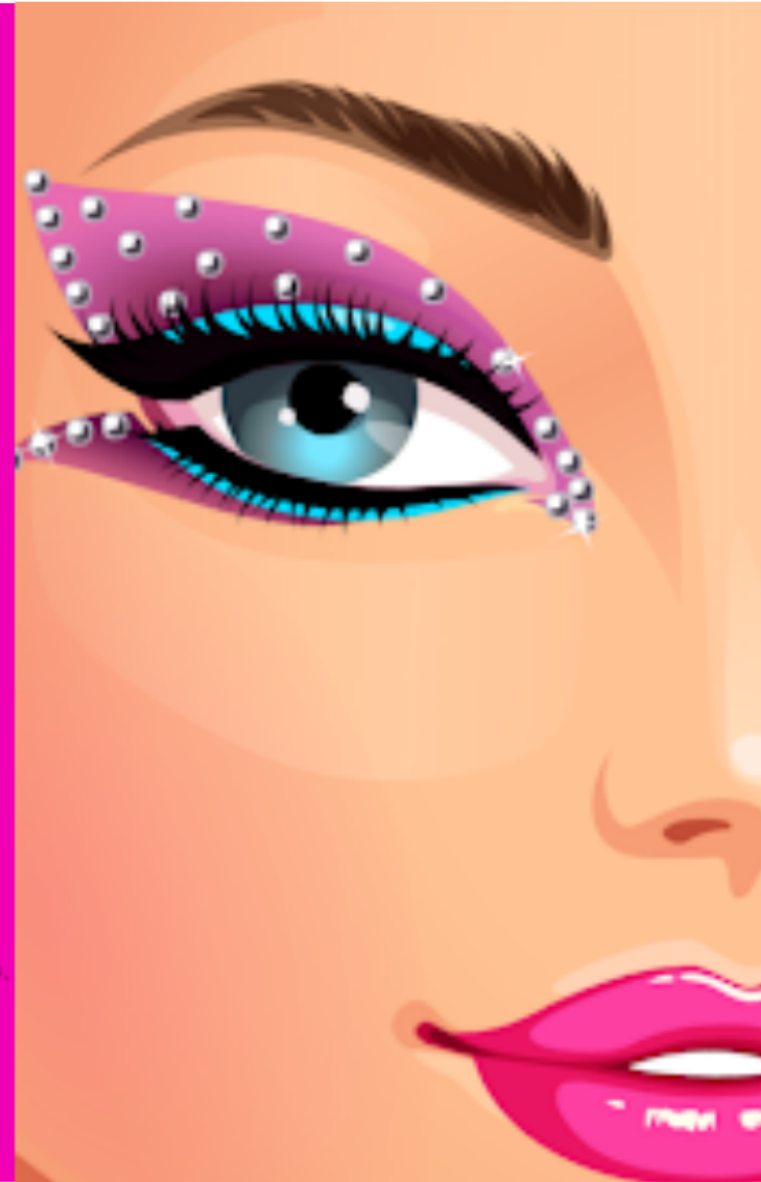


Avon Product Inc Case Solution



TheCaseSolutions.com

Ayon Party Games



AVON INC.

- Avon Products INC. is the world's no.1 direct seller of beauty products
- Avon offers its customers not only a wide assortment of cosmetics but also,



- Fragrances
- Toiletries (shampoos)
- Jewellery apparel
- Home furnishing



- In 1993 AVON
- The California Perfume Company
- He Su entice woman
- After wards, it started to generate amounts of sales with an excess over 35 billion.



Beauty



- 
- **Fragrances**
 - **Toiletries (shampoos)**
 - **Jewelries apparel**
 - **Home furnishing**



LINKING TO THE LECTURE (1)

DIRECT SELLING CHANNELS



- so they performed a strategy their sales and marketing through other channels.

Strategy aim:
enable Avon to access
company is was not r

it is defined as the use of consumer-direct channels to reach and deliver goods & services without the use of market middleman, wholesaler, advertisers or retailer



- Avon was founded in **1886** by the book sales man called **DAVID MCCONNELL**

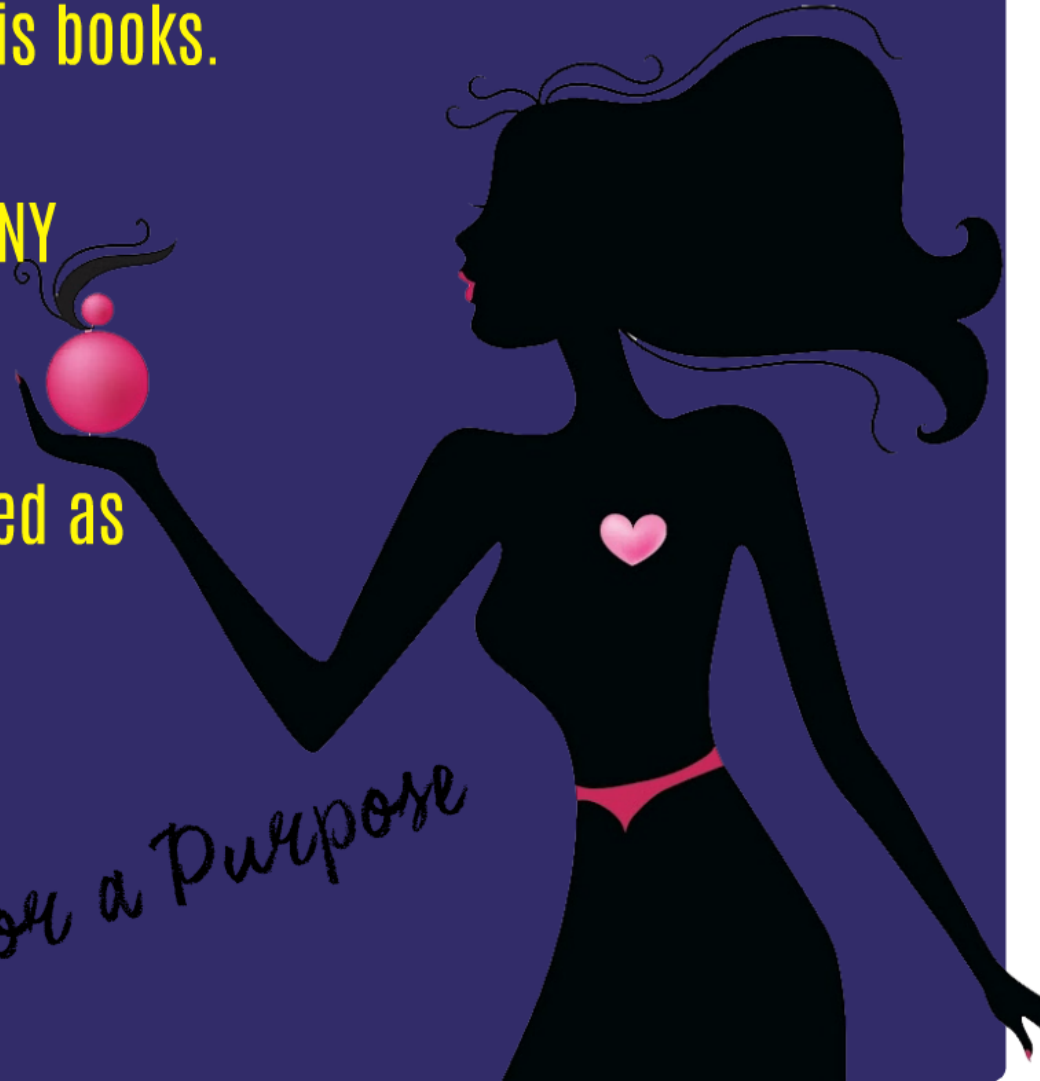
- He sold books door-to-door and gave out perfumes to entice women to buy his books.

- The California Perfume Company in NY

- In **1993** the company was renamed as **AVON**



Beauty for a Purpose



AFTER WARDS, IT STARTED TO GATE HUGE
AMOUNTS OF SALES WITH AN EXCESS OVER \$6
BILLION.

