



## Glossybox and Birchbox. A comparison

By Anonym

GRIN Verlag GmbH Okt 2014, 2014. Taschenbuch. Book  
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Print on Demand Neuware - Seminar paper from the year 2012  
in the subject Business economics - Business Management,  
Corporate Governance, grade: 905, Trinity College Dublin,  
language: English, abstract: This paper looks at and compares  
the two companies, Birchbox and Glossybox which are a  
monthly subscription service where you receive a box in the mail  
every month with sample sizes of different beauty, grooming,  
and lifestyle and tech accessories. The idea behind the  
companies is to try-before-you-buy. Birchbox is the company  
that originated the idea and is based in the US and Glossybox is  
a copycat of the company based out of Berlin, Germany with  
various different operations in Europe. In this paper we will  
discuss the founding and evolution, firms planning and decision  
making, organization structure and organizing functions, forms  
of control employed with regards to finance, quality and  
operations, also the leadership in and of the firm, marketing  
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