

## The Bodyshop - An Analysis of the Companys Actions Towards Sustainability

By Katja Assenmacher

GRIN Verlag. Paperback. Condition: New. 34 pages. Dimensions: 8.3in. x 5.8in. x 0.1in.Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: -, Anglia Ruskin University, language: English, abstract: The first store of The Body Shop opened on 26th March 1976 in Brighton, England. Today the company has more than 2, 500 stores situated in over 60 countries around the world. In order to enter new markets the company mainly uses franchising to open stores in new business environments. (LOreal, 2011, p. 69) This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.





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