



Glossybox and Birchbox. A comparison

By Anonym

GRIN Verlag GmbH Okt 2014, 2014. Taschenbuch. Book Condition: Neu. 208x62x15 mm. This item is printed on demand - 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 function and strategies and the outlook for the companies in the coming year of 2013. 16 pp. Englisch.



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