

## Revlon Inc Strategic Management Case Study

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Revlon Inc Strategic Management Case Study Author: me-mechanicalengineering.com-2020-10-11T00:00:00+00:01 Subject: Revlon Inc Strategic Management Case Study Keywords: revlon, inc, strategic, management, case, study Created Date: 10/11/2020 7:01:09 PM

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SWOT analysis is a strategic planning tool that can be used by Revlon managers to do a situational analysis of the firm. It is a useful technique to evaluate the present Strengths (S), Weakness (W), Opportunities (O) & Threats (T) Revlon is facing in its current business environment. The Revlon is one of the leading firms in its industry.

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