

# Able C&C Co Ltd in Beauty and Personal Care (South Korea)

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## Abstracts

The company's Missha brand started out as the nation's first road-shop brand, introducing value-for-money products to consumers. However, as other competitors such as Innisfree, Nature Republic and The Face Shop are outperforming Missha in terms of value growth, Able C&C is seeking a different strategy in order to survive in the market. One of its main strategies is positioning the brand as being between premium and mass. While other road-shop brands are positioned as mass, Missha is launching h...

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