

Ach Brito & Cia Lda in Beauty and Personal Care (Portugal)

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Abstracts

By focusing on traditional manufacturing processes, Ach Brito is posted to largely invest in its products' enrichment. For this scenario to be obtained, the Portuguese company is likely to continue investing in its products' internationalisation so that they can be noticed abroad and this way augment its visibility in the national territory. This strategy's efficiency has already been attested by Ach Brito soaps being advertised by worldwide-recognised TV show presenter Oprah and sales increasin...

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