

# Aekyung Industrial Co Ltd in Beauty and Personal Care (South Korea)

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## Abstracts

Aekyung Industrial Co Ltd is planning to expand its business focus in colour cosmetics over the forecast period. The company has high share in home care where its main consumers are women. The company has collected customer information, trends, purchasing tendency, and many other sources of information which has been accumulated over the years of operating its home care business. Such knowledge may allow the company to set up accurate and effective marketing strategies that can attract...

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