

Alliance Cosmetics Sdn Bhd in Beauty and Personal Care (Malaysia)

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Date: September 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A11FD1F2A3BEN

Abstracts

Alliance Cosmetics Sdn Bhd aims to gain company shares by catering to the mass market in beauty and personal care. The company plans to offer quality, affordable products with multifunctional benefits. It also strives to strengthen its distribution network, in order to reach as many consumers as possible.

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