

ApiVita SA in Beauty and Personal Care (Greece)

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Abstracts

ApiVita's key strategy in Greece is to invest in research and development and to further expand its product lines. The company aims to launch more products with organic ingredients and emphasise more its lines' natural origin. It is also keeping a good pace of advertising and promotions to drive growth.

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Contents

Strategic Direction Key Facts Summary 1 ApiVita SA: Key Facts Summary 2 ApiVita SA: Operational Indicators Company Background Production Competitive Positioning Summary 3 ApiVita SA: Competitive Position 2012



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