

Belor Design SP OOO in Beauty and Personal Care (Belarus)

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Abstracts

Belor Design's strategy over the forecast period is to increase production of colour cosmetics positioned as high quality, using natural components that are presented as both effective and "skin friendly". Using a strategy of making colour cosmetics in Belarus affordable to consumers by positioning them in the low to mid-range mass segment, the company will aim to further maintain its position among the leaders in colour cosmetics in Belarus.

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