

Belstar SA in Beauty and Personal Care (Colombia)

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Abstracts

Belstar is focusing on consolidating its position as a leader in the Colombian market and expanding its sales force. In addition, the company is also focusing on its Ésika brand and revamping all materials, communication and product ranges via a process which should take about two years.

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Contents

Strategic Direction

Key Facts

Summary 1 Belstar SA: Key Facts

Summary 2 Belstar SA: Operational Indicators

Competitive Positioning

Summary 3 Belstar SA: Competitive Position 2016



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