

Berlin Chemie Russia in Consumer Health (Russia)

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Abstracts

Berlin Chemie Russia is expected to benefit from opening production facilities in Russia. Construction started in July 2011. The factory is expected to start full volume operations in 2014. This will enable the company to benefit from lower-priced production costs, which will enable it to reduce retail prices and thus attract a greater number of Russian consumers. The company benefits from a strong reputation for quality in Russia, and from strong advertising support. Introducing local...

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