

Bich Thuy Co Ltd in Beauty and Personal Care (Vietnam)

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Abstracts

Bich Thuy's ultimate goal is to become one of the top premium beauty specialist retailers in Vietnam. It plans to expand its branches in big cities and run more promotional campaigns to increase consumer awareness. The company also focuses on natural and organic products.

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Contents

Strategic Direction

Key Facts

Summary 1 Bich Thuy Co Ltd: Key Facts

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 2 Bich Thuy Co Ltd: Competitive Position 2016

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