

Cetco SA in Beauty and Personal Care (Peru)

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Date: April 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C15B648F20FEN

Abstracts

The company's strategic direction is to become one of the leading players in cosmetics and hygiene in the country and to keep growing as a multinational company. It has begun to explore additional selling channels over and above direct selling, a strategy that has not reached the company expectations.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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