

# Coreana Cosmetics Co Ltd in Beauty and Personal Care (South Korea)

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## Abstracts

Coreana Cosmetics Co Ltd continued to experience difficulties without having suitable distribution channels since the early 2000s. Since independent beauty specialist retailers began engaging in discontinuing, consumers have been unable to find the Coreana brand in store-based retailers. The company currently only has a direct selling channel for premium brands and only targets a limited base of loyal customers. In order to perform in this intensely competitive environment between premium and...

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