

Corporación Belcorp de Venezuela CA in Beauty and Personal Care (Venezuela)

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Abstracts

The multinational, Corporación Belcorp, is set to continue operating in Venezuela, in spite of the hostile economic environment which threatens the stable and reliable supply of its products. The company will continue to offer three brands, L'Bel, Esika and Cyzone. Its marketing strategies have been carefully adapted to Venezuela's economic situation through the offer of a wide range of beauty and personal care products which appeal to different consumer groups.

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