

Corporación Belcorp Bolivia in Beauty and Personal Care (Bolivia)

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Date: May 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: C860EBC580CEN

Abstracts

Corporacion Belcorp Bolivia ranks second in beauty and personal care in 2014. The company is likely to invest heavily in advertising, distribution and pricing in order to recover its previous leading position. Competence is tough in this industry and consequently its marketing strategies are set to dictate the company's position in the coming years.

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