

Corporación Belcorp de Venezuela CA in Retailing (Venezuela)

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Date: January 2016 Pages: 3 Price: US\$ 150.00 (Single User License) ID: CE8961455B1EN

Abstracts

Corporación Belcorp will continue to operate in the direct selling channel in Venezuela despite significant difficulties offering a complete product portfolio. The company will continue to offer three brands, namely L'Bel, Esika and Cyzone, with these appealing to a wide consumer group.

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