

Coty Deutschland GmbH in Beauty and Personal Care (Germany)

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Abstracts

In order to succeed and remain profitable in such a highly fragmented and competitive market such as German beauty and personal care, Coty Deutschland GmbH is required to invest largely in marketing and promotional activities for its high quality products. Innovation and creativity are as much key to success as the skilled use of models and celebrities to promote its wares and keep consumers' attention, interest and desire to purchase Coty brands. In addition, the German subsidiary of Coty Inc.

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