

Coty Polska Sp zoo in Beauty and Personal Care (Poland)

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Date: June 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: CDD6C699A29EN

Abstracts

Coty Polska Sp zoo focuses on product development, modern marketing activities and good relationships with trading partners. The company wants to reach the widest possible group of consumers through a multi-channel distribution and a broad portfolio in different price segments. Innovations are among the key drivers of the company's position in Poland. The core beauty and personal care categories for Coty in Poland are fragrances, colour cosmetics and deodorants.

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