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

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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.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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Contents

Strategic Direction
Key Facts
Summary 1 Coty Polska Sp zoo: Key Facts
Summary 2 Coty Polska Sp zoo: Operational Indicators
Company Background
Production
Competitive Positioning
Summary 3 Coty Polska Sp zoo: Competitive Position 2013

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