

# **Dirsamex SA de CV in Beauty and Personal Care (Mexico)**

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: D39866207EDEN

## **Abstracts**

Dirsamex SA de CV's strategic direction is maintaining and strengthening its competitive position within beauty and personal care through its Jafra brand. Given that the company's most recent annual report indicates that Mexican operations represent a 74% share of total sales for Jafra around the world, it is extremely relevant for Jafra that the Mexican division performs well.

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