

## Dirsamex SA de CV in Retailing (Mexico)

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### Abstracts

Dirsamex SA de CV, the owner of the Jafra brand, is a beauty and personal care direct seller that has more than 465,000 sales representatives in Mexico. According to the annual report of Vorwerk & Co KG's, the global owner of the company, the Jafra's Mexican operation is by far the biggest at global level. The company plans to continue pursuing high volume sales through low-priced and mid-priced products, with innovation set to continue playing a vitally important role in the company's developme...

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