

Dudar TOO in Beauty and Personal Care (Kazakhstan)

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Date: February 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: DF41C5C5FFCEN

Abstracts

Dudar plans to expand its distribution system to cover more areas of Kazakhstan. The company is optimistic that it will be able to surmount the obstacles presented by rapidly rising competition to extend its product range. The aim is to make its products more widely available through both modern and traditional retail channels. This will allow Dudar to maintain a high degree of consumer loyalty and bolster its retail value sales in beauty and personal care in Kazakhstan.

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