

Dzintars AS in Beauty and Personal Care (Latvia)

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Abstracts

In 2016, Dzintars became insolvent as export volumes to Russia plummeted. However, in January 2017, a two year plan was implemented to return the company to solvency. Dzintars offers a brand which enjoys very wide recognition in CIS countries, although the company has been unable to reduce staff numbers and operations in order to become the type of lean organisation that modern markets require. However, while the company claims that it aims to improve brand perception and start offering premium...

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Contents

Strategic Direction

Key Facts

Summary 1 Summary Dzintars AS: Key Facts

Summary 2 Summary Dzintars AS: Operational Indicators

Competitive Positioning

Summary 3 Summary Dzintars AS: Competitive Position 2016

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