

Evyap Sabun Yag Gliserin San ve Tic AS in Beauty and Personal Care (Turkey)

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Abstracts

Evyap aims to take a greater share from multinationals in beauty and personal care. The company targets low- to middle-income consumers, and is focused on developing products of higher quality. The company have plans to transfer its bar soap production facility from Turkey to Malaysia by 2017 in order to have cost savings as a result of economical palm oil suppliers in that region.

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