

Faberlic Azerbaijan in Beauty and Personal Care (Azerbaijan)

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Abstracts

Faberlic Azerbaijan is a growing direct selling company in the country. Faberlic Azerbaijan is the strong competitor among direct sellers of beauty and personal care in Azerbaijan. The company constantly and largely increases its sales in Azerbaijan through new product lines from Russian manufacturer Faberlic OAO. Among direct companies, its products are relatively cheap. The short-term plans of the company include expansion of the mixed system of distribution – both by means of direct selling,.

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