

Faceshop Co Ltd, The in Beauty and Personal Care (Philippines)

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Abstracts

Being the first Korean player to heavily penetrate the Philippine market, The Faceshop Co Ltd continues to grow as demand for Korean cosmetics and personal care heightens due to the regard that a lot of young Filipinos have for Korean trends. The company is expected to take advantage of the increasing number of shopping centres in the developing areas of the country to further deepen its presence in the market, as indicated by its opening of two more stores in 2015 and renovations of its stores...

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