

# Frezyderm SA in Beauty and Personal Care (Greece)

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## Abstracts

Despite the unfavourable circumstances in Greece, Frezyderm is one of the fastest-developing Greek companies. The company invests in increasing its effectiveness and strives to have 'healthy', rather than increasing, sales, in a context of generalised insolvency. Moreover, the company plans to establish its own subsidiaries in key foreign markets like the UK and Germany. Frezydem already operates an online store for markets where it does not make exports, so as to understand and map...

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