

HeleneB sarl in Beauty and Personal Care (Algeria)

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Abstracts

HeleneB Sarl is positioned as the leader in the distribution of personal luxury goods in Algeria, with 12 outlets and a strong presence in the capital and also in Oran, Blida, Setif, Tizi Ouzou and Bejaia. Only two shops are owned directly by the company, the others are franchises.

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