

Iveria France Ltd in Beauty and Personal Care (Georgia)

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Date: April 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: I695E67F730EN

Abstracts

Iveria France is continuing to compete with other distributors of fragrances and make-up in Georgia. In the volatile period in Georgia's economy the company is expected to split the risks and also enter the mid-price segment, which is more developed and stable even in periods of currency devaluation.

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Contents

Strategic Direction

Key Facts

Summary 1 Iveria France Ltd: Key Facts

Summary 2 Iveria France Ltd: Operational Indicators

Company Background

Chart 1 Iveria France: Lutecia in Tbilisi

Internet Strategy

Private Label

Competitive Positioning



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