

Kalina Concern OAO in Beauty and Personal Care (Russia)

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Date: August 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: K9BB5DE8635EN

Abstracts

Kalina Concern is aiming to maintain an already very high position in Russian beauty and personal care. The company will continue working on new developments to support the constant launch of products and updates of already well-known ones. Various campaigns are expected to take place in order to strengthen the loyalty of consumers to particular brands. The company will invest in promotion of its core brands in the future. The company plans to expand its presence in CIS countries and further.

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