

Kosé Corp in Beauty and Personal Care (Japan)

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Abstracts

Kosé Corp's three-year initiative includes rebuilding of domestic sales, expanding overseas business, launching products in new product categories, and upgrading its overall corporate presence in beauty and personal care. By 2015, the company aims to mark ¥191 billion sales with an operating profit margin of 8.8%. In order to achieve the company objectives, Kosé Corp is focusing on more efficient operations. With limited resources, the company reduced the number of stores which carry Kosé...

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