

Lion Corp in Beauty and Personal Care (Japan)

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Date: May 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: L4C6753572EEN

Abstracts

Lion Corp proposed 'Vision 2020' as its strategic planning to achieve total sales of ¥500 billion by 2020. In order to achieve the objective, the company will work towards four areas. First, given the maturity of domestic demand, the growth should be quality driven. Second, the growth overseas is based on volume increase in sales. Third, the company will proactively seek the new opportunity for growth by strengthening research and development. Finally, Lion Corp aims to steepen its learning...

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