

L'Oréal Russia in Beauty and Personal Care (Russia)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: L3F86D0873DEN

Abstracts

L'Oréal Russia has announced that it plans to invest more than RUB2.5 billion in the expansion of production facilities in the Kaluga region. The new project will increase the productivity of the Russian L'Oréal factory by almost a half. This is necessary because of the growing demand for its products, the company asserts. In order to maintain its leading position and to stay on its strong growth path, the company continues to focus on the development of trendy, fashionable, high-quality product...

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