

Mary Kay Philippines Inc in Beauty and Personal Care (Philippines)

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Date: May 2016

Pages: 0

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Abstracts

The company is expected to tap into a bigger consumer base by expanding its reach through “barangays” or the smallest administrative regions in the country. It aims to educate its prospective consumers about the quality of its products and services through in-depth free testing. Customer service through the company’s independent sales directors and beauty consultants will continue to attract consumers. Mary Kay Philippines Inc will continue to harness its representatives’ rich ability to inform...

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