

Miraculum SA in Beauty and Personal Care (Poland)

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Abstracts

The strategic goal of Miraculum SA is to enter a growth phase in Polish beauty and personal care. The company aims to refresh its traditional products and to target a younger generation of consumers as well. It intends to take advantage of the potential of its well-grounded brands and extend them with new attractive variants. An important element of its strategy is increasing the share of exports in the company's overall sales. The final goal is that sales abroad will constitute 50% of the compa...

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