

Nevskaya Kosmetika OAO in Beauty and Personal Care (Russia)

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Abstracts

Nevskaya Kosmetika will focus on development of its beauty and personal care and home care products. The plan for 2013 is to launch 50 new products in the market. This local company aims to survive against the tough competition from large multinational players, which offer products in all price segments and support their goods with wide marketing activities. To maintain positive dynamics, the company will target local consumers with lower and middle incomes, who are primarily interested in a...

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Contents

Strategic Direction

Key Facts

Summary 1 Nevskaya Kosmetika OAO: Key Facts

Summary 2 Nevskaya Kosmetika OAO: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Nevskaya Kosmetika OAO: Competitive Position 2012

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