

Oriflame Cosmetics Ukraine DP in Beauty and Personal Care (Ukraine)

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Abstracts

Over the forecast period Oriflame Cosmetics Ukraine is to build its strategy around maintaining its share in the increasingly toughening competitive environment in beauty and personal care in Ukraine. Whilst competition is to rise from local manufacturers, Oriflame will have a competitive advantage due to its nationwide coverage of consumers. Nonetheless, to add to its success, the company will have to be active in innovations, including launching products in sizes demanded the most during...

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