

Parfum Trade OOO in Beauty and Personal Care (Belarus)

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Abstracts

Mila is a chain of health and beauty specialist retailers owned by Parfum Trade, a subsidiary of Parfumbytchim, which is the leading distributor of beauty and personal care products, as well as home care and tissue and hygiene products in Belarus. The chain represents a highly developing format in Belarus, of essential non-grocery goods (parapharmacy/drugstore). The future plans of this chain are to grow its sales by further increasing its outlet numbers across Belarus, expanding into the region...

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