

Sarantis SA in Beauty and Personal Care (Greece)

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Abstracts

The Greek manufacturer plans to continue its focus on the production of its own brands as the profit margin in many cases is much higher than for imported products. The company's goal is to adjust its product portfolio to new consumer attitudes, meaning to focus more on brands that offer good value-for-money and the overall mass and masstige segment.

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Contents

Strategic Direction

Key Facts

Summary 1 Sarantis SA: Key Facts

Summary 2 Sarantis SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Sarantis SA: Competitive Position 2012

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