

Sarbec Cosmetics in Tissue and Hygiene (Belgium)

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Abstracts

It is the interest of Sarbec Cosmetics to reinforce its modest position in personal wipes. To succeed, the company should capitalise on constant innovation that will enable it to expand to other countries and continents. The local management strategy combined with a short organisational structure is also likely to encourage relations within the company and among partners.

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Contents

SARBEC COSMETICS IN TISSUE AND HYGIENE (BELGIUM)

Euromonitor International

July 2013

LIST OF CONTENTS AND TABLES

Strategic Direction

Key Facts

Summary 1 Sarbec Cosmetics: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Sarbec Cosmetics: Competitive Position 2012

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