

Shiseido Cosmetics Vietnam Co Ltd in Retailing (Vietnam)

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Date: June 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: S3176EFA4D0EN

Abstracts

After ending its partnership with Thuy Loc Co Ltd in 2012, Shiseido Cosmetics Co Ltd built its second factory in Dong Nai province; this recognises Vietnam as a strategic market and establishes a production base in Asia over the long term. During the forecast period, the company's major activities will revolve around distribution expansion and brand building through public events to strengthen its status in the increasingly competitive environment.

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