

Solotica Industria e Comercio Ltda in Eyewear (Brazil)

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Abstracts

Solotica Industria e Comercio's main strategy continues to focus on the production of coloured lenses in order to keep its important position within cosmetic lenses. Solotica Industria e Comercio is positioned as a player that invests in high-quality products with very competitive prices, as the company manufactures its lenses locally and so is not exposed to currency fluctuation and import taxes and duties. The company, however, continues to face tough competition from major international...

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Contents

Strategic Direction

Key Facts

Summary 1 Solotica Industria e Comercio Ltda

Company Background

Production

Competitive Positioning

Summary 2 Solotica Industria e Comercio Ltda: Competitive Position 2014

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