

Splash Corp in Beauty and Personal Care (Philippines)

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Abstracts

Splash Corp will strive to maintain its position as the largest local manufacturer of beauty and personal care products in the Philippines as it competes with international players. The company's focus will be on the launch of more effective variants, backed by aggressive advertising campaigns. Splash Corp is keen to establish loyalty for its product lines through tri-media and social media promotion. In addition, the company is setting its sights on conquering the international market for...

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