

Svoboda OAO in Beauty and Personal Care (Russia)

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Abstracts

Svoboda aims to promote high-quality beauty and personal care products to the domestic market. As at the end of the review period, the company manufactured more than 300 high-quality products. The company focuses its efforts on manufacturing products made from natural components and adapted for the Russian climate. Svoboda plans to invest €100 million in new production capacity in Vyazma. In order to increase its profitability, the company plans to grow its presence within chained retail.

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