

# Vesna OAO KF in Beauty and Personal Care (Russia)

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Date: August 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: V7B0A2A4F20EN

## Abstracts

Vesna will continue to focus on new product developments and distribution improvements. One of its important business directions will remain private label manufacturing for third parties and contract manufacturing. High-quality products and affordable prices, along with constant improvements in formulations and packaging, are success factors for the company.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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