

Yanbal de Colombia SA in Beauty and Personal Care (Colombia)

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Abstracts

The company's strategic direction is based on strengthening its position through the expansion of its direct selling model to make it a good independent business opportunity for its force of direct sellers. The company invests greatly in training, sales support materials and new product development based on the specific needs of the local consumers and is working on the launch of complete lines of products under the suggestive names such as Isla Escondida.

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