

Yves Rocher Ukraine TOV in Beauty and Personal Care (Ukraine)

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Date: April 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: Y688170F53CEN

Abstracts

In future, Yves Rocher Ukraine will focus on enhancing its competitiveness in beauty and personal care in Ukraine through maximum utilisation of all of its existing distribution channels, including beauty specialist retailers, homeshopping and internet retailing. Focus on innovations, including not only packaging but formulations, will be an important measure to attract consumers to its offers.

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