Pure Fiji Export Limited: a skin care company in harmony with nature and culture


Abstract

Pure Fiji is a privately-held, Fijian-owned company providing quality, USA niche market, botanical skin care products, while passionately concerned for the local environment and development of rural women in Fiji. This paper explores the company’s success factors and its contribution to local development, while establishing a profitable, rapidly growing company with an international reputation for its environmentally friendly, botanical products targeted at the rich and famous, particularly in the USA. The paper also explores Pure Fiji’s international expansion approach, which is cautious and based on careful supplier selection and relationship management.

Item Type: Journal Article

Additional Information: This paper was presented at the Applied Business Research (ABR) and The College Teaching and Learning (TLC), 2007 hosted in Honolulu, Hawaii, 02-05 January 2007.

Subjects: H Social Sciences > HD Industries. Land use. Labor

Divisions: Faculty of Business and Economics (FBE) > Graduate School of Business

Depositing User: Ms Neha Harakh

Date Deposited: 11 Jan 2008 14:16

Last Modified: 10 Jul 2012 17:12

URI: http://repository.usp.ac.fj/id/eprint/105

UNSPECIFIED

Actions (login required)

View Item

Document Downloads

More statistics for this item...
affectionate toward the very young. As an infant grows, it is disciplined and socialized by both parents but especially the mother, siblings, and other members of the domestic unit. The Institute of Fijian Language and Culture, which was founded in 1987, has been working to produce a Fijian dictionary; it also produces radio and television programs. Bibliography. Amo, Andrew.