

# Abu Dawood Industrial Co in Home Care (Saudi Arabia)

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### **Abstracts**

Abu Dawood Industrial Co seeks to further grow its value share within home care in Saudi Arabia through expanding the range of products within its portfolio. At one end, it aims to invest significantly in its own brand, Hail, through upgrading the production facilities to match international quality standards. On the other hand, it seeks to provide continuous marketing and logistical support to the brands it distributes, such as Clorox.

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