

Albus ad in Home Care (Serbia)

<https://marketpublishers.com/r/AB3789890F7EN.html>

Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: AB3789890F7EN

Abstracts

Given that the economic crisis hampered its ability to invest in expansion and new product development during the review period, the short-term strategy of Albus is to focus on maintaining the competitive positions of its established home care brands, most notably Bohor. However, lacking any significant investment, the company may be forced to compete primarily by undercutting rivals on prices. Its long-term strategy is to increase its presence in region home care markets where it had been an im...

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.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Albus ad: Key Facts

Summary 2 Albus ad: Operational Indicators 2014-2016

Competitive Positioning

Summary 3 Albus ad: Competitive Position 2016

I would like to order

Product name: Albus ad in Home Care (Serbia)

Product link: <https://marketpublishers.com/r/AB3789890F7EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AB3789890F7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970