

Arc Distribucion Iberica in Home and Garden (Spain)

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Abstracts

Arc Distribucion Iberica SL is expected to continue implementing a series of changes to its overall strategy to rejuvenate its brand image. The company is expected to widen its product portfolio, focusing on targeting consumers demanding more functional and modern designs at affordable prices and compete with the growth in homewares of IKEA and Zara Home. The company will increase its effort to grow its share in cookware, especially in stove top cookware and use modern materials such as glass...

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