

Bella Hungária Kft in Tissue and Hygiene (Hungary)

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Abstracts

The key strategy of Bella-Hungaria Kft is to increase its company share in retail tissue and hygiene by offering good price-quality ratio and innovative tissue and hygiene products. To achieve this goal, the player works on continuous improvements of its products whilst keeping prices at affordable levels. This will help it to attract customers who are not willing to buy expensive products but care about good quality. Besides marketing its own commercial brand, the company also distributes...

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