

Berner Oy in Home Care (Finland)

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Abstracts

Berner Oy is a niche player within home care. The company's strategy lies in maintaining a limited but tight product range serving a smaller market. Having been in business for over 100 years, the company has good knowledge of the Finnish market and a well-established position in the business-to-business environment and also amongst consumers in the retail channel.

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Contents

Strategic Direction

Key Facts

Summary 1 Berner Oy: Key Facts

Summary 2 Berner Oy: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Berner Oy: Competitive Position 2012



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