

Bidco Africa Ltd in Home Care (Kenya)

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Date: April 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: BB868FA783BEN

Abstracts

Bidco markets and distributes a large and wide range of product categories in East and Central Africa, such as edible oils, cooking fats, margarine, baking products, hygiene products, detergents, laundry bars and animal feeds. The company aims to increase its presence in the region by widening its distribution network. Bidco also regularly invests in marketing and advertising in order to increase consumer awareness and build trust.

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