

Bolton Hellas SA in Home Care (Greece)

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Abstracts

The company's objective for home care is to sustain its category share and leadership in oven cleaners and starch/ironing aids. Unlike most players in home care, the company's strategic direction does not involve use of promotional activities and discounting.

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Contents

Strategic Direction

Key Facts

Summary 1 Bolton Hellas SA: Key Facts

Summary 2 Bolton Hellas SA: Operational Indicators

Competitive Positioning

Summary 3 Bolton Hellas SA: Competitive Position 2015

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