

Bolton Solitaire SA in Home Care (France)

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Abstracts

Bolton Solitaire aims to expand its presence in the French home care market notably in surface and toilet care. In 2012 it was trying to reach this aim by making bigger investments in advertising and in-store promotions and innovations such as Solitaire Savon Noir – made with soft soap, a vintage ingredient. Although soft soap is trendy in France now, competitors deem Bolton Solitaire is not sufficiently innovative, notably in toilet care. Due to its low marketing investments, the company...

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Contents

BOLTON SOLITAIRE SA IN HOME CARE (FRANCE)

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July 2013

LIST OF CONTENTS AND TABLES

Strategic Direction

Key Facts

Summary 1 Bolton Solitaire SA: Key Facts

Summary 2 Bolton Solitaire SA: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Bolton Solitaire SA: Competitive Position 2012

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