

# Bombril SA in Home Care (Brazil)

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## Abstracts

Despite facing direct competition from multinationals, Bombril aims to increase its value share in Brazilian home care by focusing on offering high quality, mid-priced products. A key pillar of the company's strategy is to position its products at a price point that is 15% lower than that of competitors. Bombril will also continue to invest in marketing campaigns to strengthen awareness of its brands, and work to develop more convenient but effective products that can meet the evolving needs of...

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