

Caldrea Co, The in Home Care (USA)

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Abstracts

According to its 2014 annual report, Clorox is pushing a strategy it calls the “2020 Strategy”. The strategy has four points of focus: engage employees, innovate every day, expand its brands, and fund growth. Clorox hopes to bring the best out of its employees by pushing leadership development and plans to innovate in its marketing strategies under the slogan of “desire, decide, and delight”. The company also hopes to streamline its production and supply chain management, and grow its brands...

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Contents

Strategic Direction

Key Facts

Summary 1 The Clorox Co: Key Facts

Summary 2 The Clorox Co: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 The Clorox Co: Competitive Position 2014

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