

Chimirex OOD in Home Care (Bulgaria)

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Abstracts

Chimirex is one of 20 local producers of home care products and is likely to remain a market follower company concentrated on serving a specific niche. It is well positioned to serve the professional channel and traditional trade, as it offers specialised products (laundry aids, specialised polishes, bleach, antiseptics/disinfectants) which are of a lower price than those of the international brands. It seems likely that the company's primary aim will be to sustain its sales in the face of...

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