

Church & Dwight Co Inc in Pet Care (USA)

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Abstracts

Church & Dwight Co Inc, a US\$2.6 billion company, seeks to implement cost-saving initiatives whilst driving organic growth for its eight “power” brands, including its iconic Arm & Hammer brand. A crucial component of this effort entails increased marketing in order to drive new trials and strengthen brand loyalty amongst existing consumers. At the same time, the company continues to seek carefully targeted acquisitions that fit well with its current product offerings whilst minimising...

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