

Cía Manufacturera de Aconcagua in Home Care (Chile)

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Abstracts

Cía Manufacturera de Aconcagua has strengthened its main Virginia brand, modernised its product design and launched new formulas to compete with leading international players. By the end of the review period, the company had increased its level of product diversification in a bid to attract consumers of different income levels. Through its export strategy, Cía Manufacturera de Aconcagua has generated new revenue sources which will offset eventual margin reductions in the local market.

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