

Colgate-Palmolive Guatemala in Beauty and Personal Care (Guatemala)

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Abstracts

Colgate-Palmolive Guatemala is a giant multinational that leads sales of beauty and personal care in Guatemala. The company focuses on increasing or retaining its share, offering customers continual innovations, product promotions and advertising campaigns. There are certain categories of vital importance to the company's leading position, namely oral care, deodorants and bath and shower. The company's presence in these areas is strong, with a wide product portfolio that enables it to maintain i...

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Contents

Strategic Direction

Key Facts

Summary 1 Colgate-Palmolive Guatemala: Key Facts

Competitive Positioning

Summary 2 Colgate-Palmolive Guatemala: Competitive Position 2016

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