

Compo Iberia SL in Home and Garden (Spain)

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Abstracts

Compo Iberia SL will continue focusing its strategy on developing its position in the consumer segment within growing media and plant protection given the higher profit margins in comparison with agriculture and professional segments. The company will prioritise on widening its distribution network and focus its product development on new products to facilitate consumer choice and enhance brand awareness. Strong brand awareness and nationwide distribution will enable the company to continue...

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