

# Comptoir de Diffusion et de Fabrication de Produits d'Entretien (CODIFA) in Home Care (Tunisia)

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## Abstracts

Comptoir de Diffusion et de Fabrication de Produits d'Entretien (CODIFA) aims to increase its presence in the Tunisian market by closely following international and domestic key players in terms of product offers. The company is expected to strengthen its leading position in core and emerging categories by reducing its product and brand portfolios in order to increase brand awareness. CODIFA is also expected to invest in marketing campaigns, including billboards, in Tunisia to increase brand...

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