

# Di Prolar Lda in Tissue and Hygiene (Portugal)

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## Abstracts

Di Prolar is a small domestic company. Because of a lack of investment capacity compared to bigger competitors, it is focusing on promoting its brands in large grocery retailers in order to face the aggressive promotions run by larger manufacturers. The company will remain focused on its biggest brands, looking at the same time to expand into other categories. However, this might be difficult as currently domestic companies face difficulties finding funding.

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