

El Oso SA de CV in Home Care (Mexico)

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Abstracts

El Oso is the most renowned shoe polish company in the country. It bases its reputation on manufacturing products of the highest quality. El Oso has successfully extended its product portfolio from solid to liquid products in response to changing consumption trends. El Oso is also known for being one of the few shoe polish companies which regularly engages in marketing activities, mostly at points-of-sale.

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