

F Lima SA in Home Care (Portugal)

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Abstracts

F Lima's main goal over the forecast period is to increase the visibility of its brands and thereby reinforce its relationships with retailers. Over the years, the company has been enlarging its product portfolio - a trend which is likely to continue and is mainly linked to F Lima's position as the exclusive representative of international brands. Taking into consideration the company slogan "Lar saudável e Ecológico" (healthy and ecological household), F Lima is expected to strengthen its...

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