

Fiberline Industries Inc in Tissue and Hygiene (Philippines)

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Abstracts

Fiberline Industries is focusing on increasing its sales share in tissue and hygiene by strengthening brand equity, increasing marketing efforts and improving services to AFH product clients. The company will continue to focus on its nappies/diaper brands and on leveraging its brand equity in the Philippines. Fiberline Industries is likely to continue using low price positioning to increase its market share and capture more consumers from the lower income segment.

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