

# Ficosota Syntez OOD in Home Care (Bulgaria)

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## Abstracts

Ficosota Syntez is expected to continue its aggressive marketing strategy by maintaining a strong advertising presence in various media channels. Ficosota Syntez's core strengths lie in brand management and new product development and the company is likely to look towards expanding its presence over the coming years. Ficosota Syntez, as one of Bulgaria's few multinational companies, exports its products to more than 37 countries in Europe, Africa and Asia and will look to continue to expand into...

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## Contents

Strategic Direction

Key Facts

Summary 1 Ficosota Syntez OOD: Key Facts

Competitive Positioning

Summary 2 Ficosota Syntez OOD: Competitive Position 2016

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