

Flora Produtos de Higiene e Limpeza Ltda in Home Care (Brazil)

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Abstracts

Similar to Bombril and Química Amparo, Flora Produtos de Higiene e Limpeza intends to gain share of home care despite the competition of multinational companies. The strategies of new brand acquisition, modernisation of the products and packaging, and focus on the small retailer will guarantee the company success. It is growing on average by 6% per annum since the company's restructure in 2011. Following this strategy and the trend observed for other companies, the main objective of the company...

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