

## Fumakilla Ltd in Home Care (Japan)

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### Abstracts

During the forecast period, Fumakilla is expected to continue benefiting from its strong offer of value-added products, carefully tailoring its products to local consumer preferences. In its domestic market of Japan, the company faces strong competition, which is encouraging Fumakilla to look to overseas expansion to further increase its sales. The company's acquisition of the Indonesian manufacturer Technopia in 2012 is a good example of the company's strong desire to expand overseas.

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## Contents

Strategic Direction

Key Facts

Summary 1 Fumakilla Ltd: Key Facts

Summary 2 Fumakilla Ltd: Operational Indicators

Competitive Positioning

Summary 3 Fumakilla Ltd: Competitive Position 2016

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