

# Gold Drop Sp zoo in Home Care (Poland)

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## Abstracts

The aim of the Gold Drop Sp zoo is to reach the largest share of Polish consumers possible with its products. For this reason the company focuses on promotional activities and improvement of its products, which should be environmentally friendly. These activities lead to a growing number of new customers and increase sales on the Polish market. The company will develop through investment in the plant's infrastructure and new technology associated with household chemicals' production.

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