

GR Sarantis SA in Home Care (Greece)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: G2DC132E706EN

Abstracts

Within home care the company's primary focus will be on home insecticides and toilet care. Sarantis will continue to invest in the development of new products to attract consumer attention and compete with its rivals. The use of promotional activities will also be one of the company's key strategies for boosting sales.

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