

Gunry AB in Home Care (Sweden)

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Abstracts

Gunry will seek growth through the strengthening of the Gunry brand name. The company is seeking to build consumer loyalty and recognition through a new website, Facebook page and Twitter account. The company will continue to use and develop social media over the forecast period as a cost-effective means of reaching both existing and potential customers.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Contents

Strategic Direction Key Facts Summary 1 Gunry AB: Key Facts Summary 2 Gunry AB: Operational Indicators Company Background Production Competitive Positioning Summary 3 Gunry AB: Competitive Position 2013



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