

Hayat Bulgaria Chemical OOD in Home Care (Bulgaria)

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Abstracts

Hayat Bulgaria Chemical is in the process of transforming itself from a manufacturer to an importer of home care products. The company is focused on restructuring and streamlining its operations and reducing its overhead costs. Over the course of the review period, the company's value share in home care declined due to the lack of sufficient marketing and distribution of its products. At the same time, its position as a mid-priced competitor means that the company faces competition from both...

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