

Hayat Kimya Sanayi AS in Home Care (Turkey)

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Date: February 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: HD698498B5FEN

Abstracts

Hayat Kimya Sanayi invests heavily in new product developments and pursues a very aggressive marketing and advertising strategy in order to strengthen its position against international giants in home care and tissue and hygiene, such as Unilever and Procter & Gamble. On the other hand, the company continues to invest in emerging countries, such as Nigeria and Russia, through establishing new production hubs and distribution networks in order to become a global player in home care and tissue...

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