

Henkel Bulgaria EOOD in Home Care (Bulgaria)

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Abstracts

Henkel Bulgaria has not yet announced any plans to expand its production capacity in the country to include home care products and the company is set to continue importing all of its home care brands into Bulgaria. The company is set to continue relying on new product development, innovation and marketing campaigns to sustain its strong position in home care.

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Contents

Strategic Direction

Key Facts

Summary 1 Henkel Bulgaria EOOD: Key Facts

Summary 2 Henkel Bulgaria EOOD: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Henkel Bulgaria EOOD: Competitive Position 2014

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