

Henkel Magyarország Kft in Home Care (Hungary)

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Abstracts

Henkel aims to maintain its leading position in home care through high-quality innovation and widespread distribution of Henkel products. In light of this, the company is set to continue investing in new product development in order to offer high-quality products in the standard and premium price segments. Henkel is also expected to invest in advertising campaigns so as to ensure leading positions for its top brands in their respective categories. The company is also a major employer in...

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Contents

Strategic Direction

Key Facts

Summary 1 Henkel Magyarország Kft: Key Facts

Summary 2 Henkel Magyarország Kft: Operational Indicators

Competitive Positioning

Summary 3 Henkel Magyarország Kft: Competitive Position 2016



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