

HomeBrands as in Home Care (Czech Republic)

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Abstracts

It is expected that HomeBrands will focus on building and maintaining the strong positions of its well-known brands with the aim of increasing their value shares on the Czech market. The company will stress the Czech origin and quality of its brands and products as this has thus far proven to be a successful marketing tool. The company is expected to focus heavily on its most thriving brand Savo.

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Contents

Strategic Direction

Key Facts

Summary 1 HomeBrands as: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 HomeBrands as: Competitive Position 2013

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