

Ilirija dd in Home Care (Slovenia)

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Abstracts

The strategic goal of Ilirija dd is to modernise and adjust its production, to improve its market presence and share and to succeed in the highly competitive home care market, both locally and internationally. The company is focusing its efforts on improving its productivity, by optimising its production processes and distribution network. Ilirija dd intends to reposition its brands, including those in home care, and retain its loyal consumer base, which it has acquired through nearly a century...

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Contents

Strategic Direction

Key Facts

Summary 1 Ilirija dd: Key Facts

Summary 2 Ilirija dd: Operational Indicators

Competitive Positioning

Summary 3 Ilirija dd: Competitive Position 2016

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