

Industrias Iberia SAIC in Home Care (Argentina)

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Abstracts

Industrias Iberia SAIC is a local company that is highly diversified. Unlike big leading players like Unilever de Argentina and SC Johnson & Son de Argentina SAIC, the company does not have a budget to boost sales of its products with advertising campaigns. As a result, the strategy of the company is to operate in low price segments and boost exports.

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