

# Interconsumer Products Kenya Ltd in Home Care (Kenya)

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## Abstracts

Interconsumer Products Kenya Ltd is likely to differentiate itself from competing premium brands by diversifying and expanding into the lower end of the category and making forays into mid-level products. The company will also seek partnerships in the higher ends of the category to solidify its presence and reach.

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## Contents

Strategic Direction

Key Facts

Summary 1 Interconsumer Products Kenya Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Interconsumer Products Kenya Ltd: Competitive Position 2012

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