

Italsilva SpA in Home Care (Italy)

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Abstracts

Italsilva has not changed its business strategy much over the past decade and is not expected to do so over the forecast period. The company will continue to focus on its Spuma di Sciampagna brand, by increasing the brand awareness amongst consumers as well as its product range. Italsilva's new product development strategy will aim to differentiate the brand from its competitors and to fight private label using added-value features, maintaining the fragrances and detergent characteristics of...

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