

Kao (S) Pte Ltd in Tissue and Hygiene (Singapore)

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Abstracts

Kao (S) Pte Ltd is expected to sustain its leadership in sanitary protection and wipes through product innovations over the forecast period. Affordable prices and high product quality will remain the mandate for Kao (S) Pte Ltd in retaining a competitive edge amid fierce competition within tissue and hygiene. Convenience will also remain a key factor of consideration for the player when designing its product innovations.

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Contents

Strategic Direction
Key Facts
Summary 1 Kao (S) Pte Ltd: Key Facts
Company Background
Production
Competitive Positioning

Summary 2 Kao (S) Pte Ltd: Competitive Position 2014



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