

Kimberly-Clark Argentina Holdings SA in Tissue and Hygiene (Argentina)

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Date: March 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: K66CC25662EEN

Abstracts

Kimberly-Clark Argentina Holdings SA is the second largest company in Argentina in tissue and hygiene. Given the sanctions imposed by the government on imports and the high inflation in the country, the company decided to maximise its business by discontinuing those brands that have low profitability, such as Kleenex in toilet paper and Scott in paper tableware, during 2013 and 2014. In 2015 it is expected to continue this strategy, compensating with new product launches.

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Contents

Strategic Direction

Key Facts

Summary 1 Kimberly-Clark Argentina Holdings SA: Key Facts

Summary 2 Kimberly-Clark Argentina Holdings SA: Operational Indicators

Company Background

Production

Summary 3 Kimberly-Clark Argentina Holdings SA: Production Statistics 2013

Competitive Positioning

Summary 4 Kimberly-Clark Argentina Holdings SA: Competitive Position 2014

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