

Kimberly-Clark Lever Ltd in Tissue and Hygiene (India)

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Abstracts

Kimberly-Clark Lever Ltd aims to strengthen its position in baby care in India through advertising and targeted marketing. The company's strategy focuses on Indian mothers to try and change their mind set by educating them on the benefits of nappies/diapers. With this focus, it should be able to penetrate further into Indian households, enabling further sales growth for the company and its Huggies brand.

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Contents

Strategic Direction

Key Facts

 Summary 1 Kimberly-Clark Lever Ltd: Key Facts

Company Background

Production

Competitive Positioning

 Summary 2 Kimberly-Clark Lever Ltd: Competitive Position 2014

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