

Kimberly-Clark Vietnam Co Ltd in Tissue and Hygiene (Vietnam)

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Abstracts

Kimberly-Clark Vietnam aims to maintain its leadership in tissue and hygiene in Vietnam, through brand investment, innovation and growth initiatives. In retail hygiene, the company is expected to launch more innovative products and, at the same time, leverage its brand equity to strengthen its competitive position. In retail tissue, the main focuses of the company are to improve product mix and to introduce differentiated, value-added innovations.

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