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Klenzo Ltda in Home Care (Chile)

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Abstracts

Klenzo (Klenzo Sociedad Industrial y Comercial) is owned by Peruvian company Intradevco Industrial, which is expected to duplicate its sales in Chile by 2015. Klenzo will be a key factor behind this growth and is expected to add new products, mainly under its Sapolio brand, and to improve its distribution network to reach national coverage. Currently, Klenzo commercialises 90% of its brands in the small grocery retailer channel. However, the company wants to increase its retail coverage. In...

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