

Kompaniya Yevrokhim TOO in Home Care (Kazakhstan)

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Abstracts

Kompaniya Yevrokhim TOO is a company with a product portfolio covering rather mature categories in home care (polishes, carpet cleaners and surface care). To manage such a diversified portfolio the company will need to focus on its most prominent brands, with advertising and marketing activities to increase brand awareness among consumers in Kazakhstan, especially given the premium positioning of the brands. During the review period Yevrokhim worked on the development of its distribution...

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