

# La Fabril SA in Beauty and Personal Care (Ecuador)

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## Abstracts

La Fabril SA wants to lead within the bar soap, cooking oil, detergents and margarines categories. To achieve this goal it plans to continue its vertical integration in order to be able to control its costs and product quality so that it can offer lower prices with more benefits to its customers.

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## Contents

Strategic Direction

Key Facts

Summary 1 La Fabril SA: Key Facts

Summary 2 La Fabril SA: Operational Indicators

Company Background

Production

Competitive Positioning

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