

La Fabril SA in Home Care (Ecuador)

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Abstracts

La Fabril SA is expected to boost its production levels, especially in laundry care for two of its brands of laundry detergents, Lava todo and Ciclon, with both available in a powder format. Furthermore, the company's future plan is to strengthen its strategic alliances with multinational companies in order to increase its marketing and packaging of oil olive and also to increase its consumption levels in the country.

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Contents

Strategic Direction

Key Facts

Summary 1 La Fabril SA: Key Facts

Summary 2 La Fabril SA: Operational Indicators

Competitive Positioning

Summary 3 La Fabril SA: Competitive Position 2016

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