

Lion Corp in Home Care (Japan)

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Date: May 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: L26B386B470EN

Abstracts

Lion Corp moves towards the achievement of its goal of Vision 2020 that highlights its goal to become a leading company in the new comfortable lifestyle support industry. Thus, the company aims to reinforce its domestic businesses, in particular oral care and laundry detergents. At the same time, the company focuses on international businesses, which it plans to account for 30% of total company sales in 2020 from 16% for the fiscal year 2012. Within the company's international sales, the...

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