

Marouço SA in Home Care (Portugal)

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Date: August 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: MBB8791ED59EN

Abstracts

Positioned in specific home care areas, Marouço will enlarge its product portfolio over the forecast period, specifically through the licensing of multinational owned brands. However, in what is a highly competitive area and with the presence of financially powerful international companies, this small national company has to be very careful in the choice of new areas to explore, with there being a higher probability of success in market niches.

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