

Mayven de Venezuela CA in Home Care (Venezuela)

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Abstracts

Mayven de Venezuela is mainly known for its line of competitive home care products. The company's strategic direction continues to focus on maintaining a wide portfolio of brands which are well adapted to the needs of the average Venezuelan consumer, as well as developing strong commercial alliances with key customers and suppliers. The company, however, needs to improve its distribution coverage in order to achieve its goals within Venezuela. Its wide range of products targets mainly low- and m...

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