

Modern Industries Co in Home Care (Saudi Arabia)

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Abstracts

Modern Industries Co aims to capture more of Saudi Arabian home care by adding a wider variety of products, benefiting from the exclusive distribution licence for selling Procter & Gamble products. It seeks to grow aggressively through focusing intensively on promotions, mostly at supermarkets and hypermarkets.

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Contents

Strategic Direction

Key Facts

Summary 1 Modern Products Co: Key Facts

Competitive Positioning

Summary 2 Modern Industries Co: Competitive Position 2016

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