

# Modern Products Co in Home Care (Saudi Arabia)

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Date: April 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

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### **Abstracts**

Modern Products Co aims to capture more of the Saudi home care market 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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