

# National Detergent Co in Home Care (Saudi Arabia)

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## Abstracts

National Detergent Co, although still present in the home care market of Saudi Arabia, is struggling to match the intense competition it faces from international and local players. The company has not yet focused on streamlining its distribution strategy which has led to its brands' unavailability in many channels. It may however, seek to strengthen its position by focusing more on improving its distribution strategy as well as giving promotional support to its products, over the forecast...

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