

Nedabal SA in Home Care (Uruguay)

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Abstracts

In 2007, Nedabal was at a crossroads with the shrinking of its core business, floor polish, due to the onslaught of international brands. The company in 2008 revamped its operation by relaunching some previously discontinued lines (furniture polish) and somewhat regained control of its business. Nedabal is struggling to increase its market share facing increased competition.

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