

# Phoenix Brands LLC in Home Care (USA)

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## Abstracts

The central focus of Phoenix Brands is the consumer, and ensuring that the company's products remain relevant to its customers. Through a combination of targeted marketing and product innovation, Phoenix Brands hopes to generate excitement around its brands. The company believes that this enthusiasm will drive trials by new consumers and also help maintain its existing user base. At the same time, Phoenix Brands hopes to increase productivity, while offering retailers customised product...

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