

Planet Inc in Home Care (Canada)

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Abstracts

Planet Inc produces hypoallergenic and eco-friendly home care products, with a strong emphasis on third party independent certification to ensure consumer trust in its green claims. The company does not have a retail presence in Canada, relying on its online store and inline distributors to generate sales, although it does have a limited retail presence on the US West Coast. Being primarily a regional competitor, Planet Inc will face the challenge of growing an online home care products...

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