

Procter & Gamble Arabia in Beauty and Personal Care (Saudi Arabia)

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Abstracts

Procter & Gamble Arabia continues to deliver the quality brands it represents to the Saudi market, whilst providing a local touch. The company capitalises on the large selection of products passed on by Procter & Gamble to maintain its market share. Modern Products Company (MPC) the local legal entity that P&G operated under in Saudi Arabia is expected to maintain its strong grip on the largest market share through intensive marketing campaigns all over the Kingdom.

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