

Procter & Gamble Bulgaria EOOD in Tissue and Hygiene (Bulgaria)

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Abstracts

Procter & Gamble Bulgaria is following through with its efficient strategy of gaining the most out of its competitive advantage. Procter & Gamble Bulgaria entered the market for various tissue and hygiene categories as the clear first mover. This has allowed the company to develop strong brand equity and high customer loyalty to its flagship brands. The company will maintain its brand identity whilst being amongst the more dynamic competitors when it comes to new products.

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