

Procter & Gamble Czech Republic sro in Home Care (Czech Republic)

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Abstracts

Procter & Gamble Czech Republic is going to continually focus on improving its value share within all categories where it has a significant presence. This will involve higher marketing expenses on product promotion and product innovation, as it attempts to gain popularity among higher-income consumers with its high-quality product range. However, it is going to continually face intensive competition over 2017 and 2018 including price competition which is going to limit its growth.

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