

# Procter & Gamble Distribution SRL in Beauty and Personal Care (Romania)

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Date: May 2016

Pages: 0

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## Abstracts

Procter & Gamble is likely to benefit from operating domestic production facilities for hair care in Romania. This will help the company to maintain a strong position within hair care in Romania, not only enabling it to keep costs to a minimum but also to ensure increasing availability via major distribution channels nationwide.

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