

# Procter & Gamble Distribution SRL in Tissue and Hygiene (Romania)

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## Abstracts

In August 2014, Procter and Gamble announced that it would give up around 100 of its 200 brands worldwide in an attempt to optimise its marketing costs and to have a more efficient selling strategy. As a result, Procter & Gamble Distribution is expected to monitor its remaining brands more closely, amid this major optimisation in activities taking place inside the company. There is little plan for investment in production capacities, as for the first two years of the forecast period, the focus...

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