

Procter & Gamble DS Polska Sp zoo in Beauty and Personal Care (Poland)

<https://marketpublishers.com/r/PE627983995EN.html>

Date: June 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PE627983995EN

Abstracts

In Poland, Procter & Gamble is focused on strengthening its position within beauty and personal care. The player plans to achieve this goal through the expansion of its product portfolio, with a focus on improving product quality and adding more benefits and functionalities to products. It also intends to intensify its marketing activities in Poland via the internet, with an emphasis on social media at the expense of above-the-line activities.

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