

# Procter & Gamble Hellas SA in Beauty and Personal Care (Greece)

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## Abstracts

Procter & Gamble Hellas intends to continue to use aggressive discounting as a means of maintaining its share amidst the recession. Oral care will be one of the company's key focus areas in the short term as the company has invested heavily in its Oral-B portfolio. Advertising along with new launches will be some of the company's prominent strategies for boosting sales and therefore its share.

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