

# Procter & Gamble Japan KK in Tissue and Hygiene (Japan)

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Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P2450AE5C34EN

## Abstracts

Procter & Gamble Japan KK aims to focus on its core business to achieve sustainable long-term success. The company's leading brands emphasise value, and disciplined cash and cost control practices are core values. Procter & Gamble intends to further develop products relevant to the diverse needs of Japanese consumers in the forecast period.

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