

# Procter & Gamble Korea Inc in Home Care (South Korea)

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## Abstracts

As a comprehensive consumer products company, Procter & Gamble Korea Inc is active with new product introductions as well as participation in social campaigns to support the disadvantaged. The company has appointed a new CEO who is a Korean woman with 20 years of career with the company. The company's direction is to establish itself as a consumer-intimate player with products that better understand consumer needs and wants.

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