

# Procter & Gamble Ltda in Home Care (Chile)

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## Abstracts

The main strategy of Procter & Gamble is to invest in research and development as well as marketing and promotion. The company is aware of the mature nature of the area it is operating in, with its main focus being laundry care and dishwashing products. In addition, the company is also putting more effort into producing innovative products that make house work easier such as concentrate dishwashing brand Magistral.

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