

# Procter & Gamble Maroc SA in Beauty and Personal Care (Morocco)

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## Abstracts

Procter & Gamble's strategic direction in Morocco involves maintaining its focus on innovation and the regular launches of new products which can improve the lives of Moroccan consumers whilst creating value. In this way, the company hopes to be able to preserve its leading position in beauty and personal care by increasing its sales and widening its consumer base.

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