

Procter & Gamble Nederland BV in Tissue and Hygiene (Netherlands)

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Abstracts

The main strategy of Procter & Gamble is to invest heavily in research and development, as well as marketing and promotion. The company is very aware that it is operating in a very mature market in the Netherlands. This means that it allocates its resources to its leading brands in the categories offering the highest growth potential. Technologically-advanced products are key to its overall strategy, as the company wants to gain an advantage over competing home care competitors by offering...

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