

Procter & Gamble Operations Polska Sp zoo in Home Care (Poland)

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Abstracts

The company is trying to remain among the leaders by being active in new product developments. Also, it is expected to use social responsibility as a key advantage in its promotional activities. The company's production processes are focused on reducing carbon dioxide emissions, energy and water consumption. This is expected to translate into cost reductions and potentially lead to price decreases, which could in turn be translated into increasing sales.

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