

Procter & Gamble (S) Pte Ltd in Home Care (Singapore)

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Abstracts

Procter & Gamble aims to achieve higher growth and profitability through portfolio consolidation, cost-cutting measures and strengthening its core brands. The company has discontinued or divested 100 underperforming brands from its portfolio of 165 brands over a 2-year period, and is reinvesting proceeds into research and marketing activities.

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Contents

Strategic Direction

Key Facts

Summary 1 Procter & Gamble (S) Pte Ltd: Key Facts

Competitive Positioning

Summary 2 Procter & Gamble (S) Pte Ltd: Competitive Position 2016

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