

# Procter & Gamble spol sro in Tissue and Hygiene (Slovakia)

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## Abstracts

Procter & Gamble's primary aim in tissue and hygiene in Slovakia is to maintain its leading position in retail hygiene. The company is set to achieve this mainly through innovation in certain product categories and by providing strong support for its flagship brands Pampers and Always. This is set to happen mainly through continuous promotional campaigns, sales support and through the advertising of retailers, as well as through the launch of innovative new products in Slovakia. The portfolio of...

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