

# Procter & Gamble Switzerland Sarl in Home Care (Switzerland)

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## Abstracts

While facing high levels of competition, Procter & Gamble Switzerland will continue to support its sales in Switzerland through large-scale advertising campaigns. The company's strategy also involves taking steps to attract consumers to the quality, innovation and added value that Procter & Gamble products offer. Furthermore, the company is set to continue focusing its marketing strategies on communicating the company's efforts in terms of sustainable production methods and social...

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