

## PZ Cussons Polska SA in Home Care (Poland)

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### Abstracts

PZ Cussons Poland SA strives to focus on the production of body care products, as this segment is growing, thus promising in terms of forecast sales. The company is recording year-on-year growth of sales and wants to maintain the upward trend in coming years. One of the main success factors is extension of its product portfolio. PZ Cussons Poland SA's strategy includes doubling the scale of operations over the forecast period and become a leader in every market segment.

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