

Queruclor SRL in Home Care (Argentina)

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Abstracts

Queruclor has continued positioning itself as a major economic alternative for consumers. The company aims to expand, mainly with its brand Querubín, into new categories, but always in the budget price segment. In the short-term it is expected to use more aggressive advertising and marketing campaigns to boost sales not only of its flagship brand Querubín, but also its Cuca Trap and Mosqui Trap brands in home insecticides in order to take advantage of the strong growth in the category resulting...

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