

Reckitt Benckiser Ltd in Home Care (United Kingdom)

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Abstracts

Reckitt Benckiser aims to defend its position within home care by strengthening consumer awareness of its key brands. The manufacturer intends to achieve this through additional expenditure in advertising and the discontinuation of private label production, in order to concentrate on the company's key brands. Furthermore, the company plans to review the internal structure by merging the North American and European division in a bid to make additional savings.

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