

Reckitt Benckiser Morocco in Home Care (Morocco)

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Abstracts

Reckitt Benckiser's strategic goal in Morocco is to increase consumer awareness of its products through strong distribution to all cities across the country and innovative advertising. The company also plans to continue to introduce innovative products into the market and thus increase its value share.

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Contents

Strategic Direction

Key Facts

Summary 1 Reckitt Benckiser Morocco: Key Facts

Summary 2 Reckitt Benckiser Morocco: Operational Indicators

Competitive Positioning

Summary 3 Reckitt Benckiser Morocco: Competitive Position 2016



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