

# Reckitt Benckiser Morocco in Tissue and Hygiene (Morocco)

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### **Abstracts**

Reckitt Benckiser Morocco aims to increase consumer awareness of its brands through stronger marketing campaigns and improved visibility within retail outlets. It intends to increase its distribution coverage to reach Morocco's smaller cities and rural areas.

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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 2015



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