

S Schestowitz Ltd in Home Care (Israel)

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Abstracts

S Schestowitz was founded in 1954, and today it is one of the leading Israeli companies in the field of the import, marketing and distribution of consumer products under international brands. The company operates in four main areas – personal care, cosmetics and perfumery, food and home care. In 2014, Schestowitz lost one of its leading and important products, the cereal brand Kellogg's, to its competitor, Diplomat Group. This defeat was another loss after the company also separated from the...

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Contents

Strategic Direction

Key Facts

Summary 1 S Schestowitz Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 S Schestowitz Ltd: Competitive Position 2014

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