

Saponia dd in Home Care (Macedonia)

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Date: January 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: SC742D365C8EN

Abstracts

Saponia's strategic goal is to maintain its leading position in the region of former Yugoslavia, including Macedonia, within home care and particularly in the laundry detergents. Saponia is one of the most successful export companies based in Croatia thanks to its continuous investments in research, new product development and innovation. Additionally, Saponia heavily invests in the diversification and expansion of its product portfolio, including its marketing and sales. One of the new examples...

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