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Sarantis Group in Home Care (Macedonia)

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Abstracts

Group Sarantis SA's strategic direction is to position itself as the leading marketing and brand-selling organisation in Eastern and southeastern Europe through its strong and diverse own brand portfolio and improved direct and indirect consumer distribution network. Group Sarantis is continuously improving and building upon existing relationships with its major suppliers and distributors, and invests in research and development related to the mass marketing of home care.

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