

Saudi Industrial Detergents Co (Sidco) in Home Care (Saudi Arabia)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S537D56B695EN

Abstracts

Sidco is attempting to make its presence felt in fiercely competitive home care, largely occupied by multinationals. It aims to do so by targeting the middle- to lower-class segment of the population by offering value-added, low-cost products, yet not compromising greatly on quality. The company aims to continue focusing on new product developments in order to retain its customers.

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