

SC Johnson de Centroamerica SA in Home Care (Costa Rica)

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Abstracts

SC Johnson de Centroamerica SA's strategic direction will remain related to the further positioning of major international megabrands amongst a wide base of potential regional buyers over the forecast period. It will look to take advantage of its economies-of-scale savings to provide competitive value relations to buyers from all socioeconomic groups.

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Contents

Strategic Direction

Key Facts

Summary 1 SC Johnson de Centroamerica SA: Key Facts

Competitive Positioning

Summary 2 SC Johnson de Centroamerica SA: Competitive Position 2016



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