

SC Johnson GmbH in Home Care (Germany)

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Date: August 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S21FF3815AAEN

Abstracts

As a privately-owned company, SC Johnson GmbH has no openly commented on its strategies in general and for home care specifically. However, following the poor development of almost all categories where the company was present during the early years of the review period, moving forward to company is focusing on increased investment in new innovative products and aggressive marketing activities.

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