

SHP Bohemia sro in Tissue and Hygiene (Czech Republic)

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Abstracts

SHP Bohemia has already established a strong position amongst the top producers of tissue and hygiene products in Central and Eastern Europe. The company is seeking further new sales channels to increase market share opportunities within the Central European region. Its main aim in the Czech Republic is to sustain its current very strong position by retaining reasonable prices and investing in an advertising strategy to enable it to better compete, especially with private label.

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