

SOTICAM SA in Tissue and Hygiene (Cameroon)

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Abstracts

SOTICAM shifted its focus to yoghurt and juice at the end of the review period in terms of marketing and new product development. However, tissue and hygiene is increasingly competitive and the company will have to push for wider distribution and consumer awareness in this area if it hopes to maintain or build share in the forecast period. The company enjoyed success in yoghurt and juice via sampling campaigns, road shows and online marketing via Facebook towards the end of the review period.

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