

Styl, druzstvo pro chemickou vyrobu in Home Care (Czech Republic)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S242970AAE2EN

Abstracts

Styl, druzstvo pro chemickou vyrobu is expected to continually enter niche home care products, offering added value to consumers, similar to Lavax Sport (functional sportswear laundry detergent). It will try to increase overall value sales within home care in 2017 by focusing more on product promotion. Its private label products are expected to continually account for a significant portion of revenue.

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