

SV Firma TOV in Home Care (Ukraine)

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Abstracts

SV Firma TOV is to focus its future activities around maintaining its market position in home care through a focus on product quality while keeping pricing reasonable through further expansion of its distribution network. It plans to widen the assortments of home care products through innovative launches that might result in gaining an even bigger share in home care during the forecast period.

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Contents

Strategic Direction

Key Facts

Summary 1 SV Firma TOV: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 SV Firma TOV: Competitive Position 2012



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