

Takeda Nycomed AS in Tissue and Hygiene (Norway)

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Abstracts

Takeda Nycomed's strategic direction is to focus more on its healthcare products and to a lesser extent on its tissue and hygiene lines with cotton wool/buds/pads and pocket handkerchiefs; however, the company will continue to invest in offering high-quality products that are widely available through the different retail channels. Marketing strategies in conjunction with retailers, particularly within healthcare products, are expected to increase as part of its existing marketing mix.

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