

Tiger Brands Ltd in Home Care (South Africa)

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Abstracts

Tiger Brands is one of the largest fmcg manufacturers and marketers operating in Southern Africa and the company continues to focus on strategic investment in its resources, brands and international expansion. The company aims to drive sales of its brands through product innovation, while it expanding its geographic coverage and the number of fmcg categories in which is present with the aim of supporting its international expansion plans. Within South Africa, the company continues to focus on...

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