

Tipex Trading Pte Ltd in Tissue and Hygiene (Singapore)

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Abstracts

Tipex Trading Pte Ltd is unlikely to expand into other tissue and hygiene categories over the forecast period but choosing to focus on strengthening its presence within retail tissue. Wipes is likely to be a secondary focus for the player, since it still account for minute presence and will require huge investments to beat the existing international players, which already had sizeable value share. Product innovations are likely to remain slow since retail tissue is already a mature category...

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Contents

Strategic Direction

Key Facts

Summary 1 Tipex Trading Pte Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Tipex Trading Pte Ltd: Competitive Position 2014

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