

# Tosama dd in Tissue and Hygiene (Slovenia)

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## Abstracts

Tosama is a Slovenian manufacturer of sanitary and hygienic products with a long tradition since its establishment in 1923. With its branded and private label products, its main goal is to spread its business internationally and become a world-renowned and innovative manufacturer. The dire business climate and high competition within the industry is giving greater power into the hands of its suppliers; therefore its main short-term strategy is to focus on rationalisation of its business...

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## Contents

Strategic Direction

Key Facts

Summary 1 Tosama dd: Key Facts

Summary 2 Tosama dd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Tosama dd: Competitive Position 2014

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