

Transmed Overseas Inc SA in Home Care (United Arab Emirates)

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Date: March 2017 Pages: 2 Price: US\$ 150.00 (Single User License) ID: TFF99BD9598EN

Abstracts

The company aims to grow organically by strengthening its position locally through heavy advertising and raising consumer-awareness by getting involved in social activities. In-store promotions and product innovation will also be a focus of the company over the forecast period, in an attempt to mitigate the negative effects of a consumer shift away from bleach towards specialised products.

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