

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

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Abstracts

Transmed Overseas is currently the leading fmcg distributor in the United Arab Emirates, and its Clorox brand dominates the bleach category. The distributor is expected to continue to promote Clorox's new floral-scented household antiseptics/disinfectants, which benefited from print advertising, aggressive in-store promotions and displays in 2012. However, instead of focusing more intensely on Clorox's specialised cleaning products, the company is expected to utilise its marketing budget in...

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