

Werner & Mertz France SA in Home Care (France)

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Abstracts

The aim of Werner & Mertz France in the short term is to consolidate its strong position in the eco-friendly segment without losing its soul. Like other green specialists that have limited marketing resources, Werner & Mertz France has to face the offensive of standard brands that increasingly integrate eco-friendly claims in their offering. The other danger is a phenomenon of “eco-scepticism” against brands that are only green in appearance and do not give a credible image to the overall...

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Contents

WERNER & MERTZ FRANCE SA IN HOME CARE (FRANCE)

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July 2013

LIST OF CONTENTS AND TABLES

Strategic Direction

Key Facts

Summary 1 Werner & Mertz France SA: Key Facts

Company Background

Competitive Positioning

Summary 2 Werner & Mertz France SA: Competitive Position 2012

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