

Yuhan Kimberly Co Ltd in Tissue and Hygiene (South Korea)

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Abstracts

Creating Shared Value (CSV) Management is a key strategy that the company continues to pursue since its inception in 2012. For this purpose, Yuhan Kimberly Co Ltd continues to focus on the growing size of the senior population and to create new business opportunities based on the “active senior” concept. In August 2016, the company started off the business model of “senior care managers” which is a new form of creating work opportunity for seniors over the age of 55.

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