

Ajmal International Trading Co LLC in Beauty and Personal Care (United Arab Emirates)

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Abstracts

Ajmal will continue to release several new fragrances a year and will continue to concentrate on oil-based Arabic fragrances. However, in order to interest an increasingly broad customer base, including younger consumers, the company will also focus on modern, Western-style eau de parfum fragrances in order to compete with the major international fragrance houses. The company already has a strong presence in travel retail through its partnership with major regional airlines and duty free...

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