

Albasco Mfg Co in Retailing (Iran)

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Abstracts

Albasco, which was originally a key manufacturer and retailer of apparel, has the strategic direction to expand its presence across the country by establishing more branches. The company also aims to expand its activities from apparel to other non-grocery items and from store-based to internet retailing. It has already established its website and has the objective to win a large consumer base for its website.

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