

# Almatinskiy Zavod SMS TOO in Home Care (Kazakhstan)

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Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: AD8336B560EEN

## Abstracts

Almatinskiy Zavod SMS TOO aims to continue to expand its operations in home care in Kazakhstan and increase its retail share. The company has invested more in marketing as home care is highly competitive and the major multinational brands benefit from heavy advertising and promotional campaigns.

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July 2013

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