

Amka Products (Pty) Ltd in Beauty and Personal Care (South Africa)

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Abstracts

Amka is expected to continue to focus on offering affordable and good quality products. Within beauty and personal care, it is likely to offer a widening range of products that not only fulfil their main function but are also enriched with appealing natural ingredients designed to nourish and moisturise skin or hair. The company is also set to turn to social media marketing, with Facebook seeing growing popularity in South Africa. The company notably launched a Facebook page for its Shower to Sh...

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