

Amka Products (Pty) Ltd in Home Care (South Africa)

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Abstracts

Amka Products is expected to maintain its price positioning in the economy segment to increase its base of low-income consumers. The company is unlikely to implement major product developments in South Africa, due to the challenging economic conditions resulting in lower purchasing power and the rising cost of living. Amka will focus on its existing range of products within home care by promoting its brands through advertising and wide distribution.

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