

# Arnest OAO in Home Care (Kazakhstan)

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## Abstracts

Arnest will benefit from increased production capacity in Russia over the forecast period and from Russia's involvement in the Eurasian Customs Union with Kazakhstan, which will enable the company to import at a low price. However, the company may wish to consider broadening its product range in home care in Kazakhstan in the forecast period and also upgrading its offering. Otherwise it is likely to continue to lose share as consumers trade up in response to rising income levels. The company...

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