

Arpanoosh Co in Alcoholic Drinks (Iran)

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Abstracts

There are two key pillars to Arpanoosh's future strategic direction. Firstly, the company will focus on extending its range of flavours so as to maintain its position as the most innovative manufacturer of non-alcoholic beer in the country. Secondly, it will seek to expand its distribution network to prevent further losses in share to up-and-coming competitors. The use of effective promotional activities targeting both retailers and shoppers will play a key role in this.

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