

# Ashrafi Foods Industries in Packaged Food (Pakistan)

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## Abstracts

Ashrafi Foods Industries aims to improve more on quality and packaging of its products and provide them at very affordable prices in order to compete with other packaged food players. It is expected to increase marketing efforts through television commercials and print advertisements. Moreover, Ashrafi Foods Industries will widen and deepen their distribution networks both in Pakistan and overseas to scale up the business.

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