

AzerPak MMC in Home Care (Azerbaijan)

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Abstracts

AzerPak MMC specialises in producing hand dishwashing products, hand wash detergents and bar detergents, and is currently positioned in the economy segment. The company aims to maintain its manufacturing and production standards over the forecast period in order to respond closely to consumer needs. With further development and production, and investment in advertising campaigns, the company intends to maintain its retail value sales levels, while competing with strong international players in...

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