

Behnoush Iran Co in Alcoholic Drinks (Iran)

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Abstracts

The priority for Behnoush over the next five years will be to stem its loss in share to both traditional rivals and new players. This can be achieved through continuous improvements to products, packaging and distribution as well as advertising campaigns to strengthen the position of its leading Delster brand. Offering third-party production for other players, both domestic and multinational, is another strategy which could prove a good source of revenue.

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