

# Behshahr Industrial Co in Packaged Food (Iran)

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Date: December 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B8E75CE79B8EN

## Abstracts

Behshahr Industrial Co aims to consolidate its position as one of Iran's largest packaged food producers by diversifying its product portfolio and moving into other packaged food categories. It will also assess its environmental impact and focus on limiting its carbon footprint by optimising energy requirements. The company would like to move from leadership in oils and fats to category dominance while maintaining profitability. Behshahr Industrial's strategy is to focus on premium quality and...

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