

Cophyd in Home Care (Algeria)

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Abstracts

As a domestic player, Cophyd is expected to benefit from restrictions on imported brands over the forecast period. The company is expected to continue to focus on offering innovative and high-quality products at lower prices in comparison to multinationals, which is especially important given declining disposable income levels. In order to better target consumers, the company is expected to invest further in online marketing towards the end of the review period and is likely to use social network...

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