

Henkel Pakvash PJSC in Home Care (Iran)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: HB1A3E4550EEN

Abstracts

As the Iranian subsidiary of Henkel AG & Co KGaA, Henkel Pakvash PJSc aims to remain the leading supplier of laundry detergents and hand dishwashing while expanding its operations to include laundry aids and automatic dishwashing. Expanding its distribution network to remote areas, increasing consumer awareness about product innovations and continuous improvement in product quality and packaging are among the key objectives of the company during the forecast period.

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