

# Hygienic Paper Co Ltd (Fine) in Tissue and Hygiene (Saudi Arabia)

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## Abstracts

Hygienic Paper Co Ltd aims to tackle the competition in retail tissue and hygiene in Saudi Arabia by offering high quality, value-added products at low cost. The company aims to target middle-income families and focus on promotions which provide value for money. It also aims to expand its AFH business by attracting more customers and increasing its reach.

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