

# Kaf JSC (Darugar) in Beauty and Personal Care (Iran)

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## Abstracts

The main concern for Kaf JSC (Darugar) in the coming years is to maintain its strong position in many beauty and personal care categories against the severe competition which is increasingly observed by the domestic manufacturer. The company aims to continuously improve its product quality and packaging and introduce new products with affordable unit prices to survive in the highly competitive environment of Iran.

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