

Medora of London (Pvt) Ltd in Beauty and Personal Care (Pakistan)

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Date: October 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: MAE53A87981EN

Abstracts

Medora of London aims to strengthen its brand value during the forecast period, by keeping pace with international trends and maintaining a high level of quality for its products and design. The company however faces a strong threat from imported products from Southeast Asia, with these being sold at comparable prices to its range.

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