

Mnpp Fart ZAO in Home and Garden (Russia)

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Abstracts

Over the forecast period the company will continue to engage in innovative activities to increase its production efficiency and product quality in order to meet consumer demand and sustain its competitive advantage in the garden care category. It is likely that over the forecast period the company may be influenced by Russia's membership of the WTO, as excise duties on the majority of imported goods will decrease due to new regulations making competition in the market more severe.

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