

Narjiss SA Lotus in Tissue and Hygiene (Morocco)

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Abstracts

Given the increasing entry of new players and new brands to tissue and hygiene, following the lifting of customs restrictions as a result of free trade agreements, Narjiss SA Lotus is planning to enlarge the range of its imported products, as they benefit more from importing rather than manufacturing locally. The company will also endeavour to maintain its positions in tissue categories, such as toilet paper, tissues, kitchen towels and paper tableware, by improving product availability and...

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