

Pakshoo Co in Beauty and Personal Care (Iran)

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Abstracts

Pakshoo Co aims to become indisputable leader in toiletries and homecare by offering quality products that are more affordable as compared to multinational brands. Expanding its brand portfolio and retail presence are key objectives of the company for the next five years. Promoting the image of its key brands such as Golrang and Softlan are vital for future success.

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