

# Pakshoo Co in Home Care (Iran)

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## Abstracts

Pakshoo Co aims to become the undisputed leader in toiletries and homecare by offering quality products that are more affordable than multinational brands. Expanding its brand portfolio as well as retail presence are the key objectives for the company in the forecast period, while promoting the image of the company's key brands Golrang and Softlan are vital for future success.

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