

Tak Makaron Co in Packaged Food (Iran)

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Abstracts

Tak Makaron Co is expected to remain the leader in pasta and boost its position in other categories such as breakfast cereals and edible oils over the forecast period. In order to achieve this, the company will continue to invest in improving the quality and packaging of its products, while also increasing the advertising support for its Tak brand. In addition, the company will strive to raise awareness about the nutritional properties of its pasta products among Iranian consumers in a bid to...

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