

Westley Industries Ltd in Home Care (Pakistan)

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Date: August 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: W861A7D19DAEN

Abstracts

Westley Industries is expected to expand its distribution network and focus on promoting the image of its brands as high-quality yet economy-priced in order to compete with multinational brands. The company is also expected to focus on other categories linked with aerosols, such as home insecticides and fragrances/deodorants.

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