

# Zarin Seloloz Co in Tissue and Hygiene (Iran)

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Date: March 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: Z2F840B2D31EN

## Abstracts

Zarin Seloloz Co aims to secure its position in key hygiene categories, including nappies/diapers, sanitary protection and adult incontinence, and prevent further share loss to multinationals such as Hayat Holding and Procter & Gamble. The company is expected to continue major renovations in its product quality and organisational structure to strengthen the position of its My Baby and My lady brands in the highly competitive environment of hygiene products in Iran. Another strategic focus of the...

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