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Supervised By:  
Dr. Jolly Sahni

Book  
ISBN: 978-9953-0-1111-1  
Published by: 2011/01/01  
Author: 2011/01/01

# Arabic Perfumes and the Global Fragrance Market

Strategic  
Management  
Project

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wholly own

## Strengths

\* Website

- A0 has a unique product range.
- Global rising trend of Oud.
- A global name.