

Agrícola Himalaya Ltda in Hot Drinks (Colombia)

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Abstracts

Agrícola Himalaya Ltda is the leading player in tea, and has focused on promoting a local tea culture in Colombia. The company's main strategy is diversification in order to reach new consumers with large promotions of powder concentrates (instant tea), of which the most recent innovation was the "stick pack" (an individually sized presentation) targeted at younger consumers.

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Contents

Strategic Direction

Key Facts

Summary 1 Agrícola Himalaya SA: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Agrícola Himalaya Ltda: Competitive Position 2014

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