

# Agromed Tunisie in Packaged Food (Tunisia)

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## Abstracts

After the launch of its new product Mio in 2012, Agromed is expected to strengthen its position and generate sales by expanding the distribution of its new and previous products to all distribution channels. The company will also invest in advertising and on acquiring good shelf placement to boost consumer awareness of the brand and to overcome tough competition.

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## Contents

Strategic Direction

Key Facts

Summary 1 Agromed: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Agromed Tunisie: Competitive Position 2012

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