

Al Ain Mineral Water Co in Soft Drinks (United Arab Emirates)

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Abstracts

The company is planning to revamp its bottled water packaging in an effort to upgrade its image and tap into the premiumisation trend in the country.

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Contents

Strategic Direction

Key Facts

Summary 1 Al Ain Mineral Water Co: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Al Ain Mineral Water Co: Competitive Position 2013

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