

Al Islami Foods in Packaged Food (United Arab Emirates)

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Abstracts

While Al Islami Foods should be able to benefit from the growing availability and popularity of frozen processed food, the company will need to define its positioning in the market more clearly in order to increase its share over the forecast period. On the one hand, frozen processed food is a cost-effective alternative to fresh or canned/preserved food and it is therefore difficult to give frozen processed food a very premium positioning. On the other hand, maintaining margins will be...

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