

# Alimentos Maravilla, SA in Soft Drinks (Guatemala)

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## Abstracts

Domestic company, Alimentos Maravilla, competes with a large product portfolio including locally-produced and imported brands of non-alcoholic drinks. Massive distribution is one of the main drivers of the company's success as it is able to reach a large consumer base with its products. The company's dynamism and ability to launch products that appeal to its large consumer base makes it one of the strongest leading companies in soft drinks.

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## Contents

Strategic Direction

Key Facts

Summary 1 SA Alimentos Maravilla: Key Facts

Competitive Positioning

Summary 2 SA Alimentos Maravilla: Competitive Position 2016

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