

Arroz Diana SA in Packaged Food (Colombia)

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Abstracts

Arroz Diana SA is the one of the most import players in the Colombian rice market with its well-positioned brand Arroz Diana, although it is also present in oil and butter. The firm's main purpose for coming years is expansion into new categories in packaged food, using its logistical and production capacities. The firm's main strategies are segmenting the rice category, and developing products that would be more than a standard commodity, such as premium rice and butter with vitamins. The firm...

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