

Aujan Industries Co Ltd in Alcoholic Drinks (Saudi Arabia)

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Abstracts

The company partners with The Coca-Cola Co. This combined expertise and financing capacity has contributed to Aujan Industries Co Ltd by providing opportunities to continually introduce packaging innovation such as the launch of its Barbican Special Edition bottle in 2016. The company is expected to invest in developing new flavours to meet the demand for such drinks from the young population in Saudi Arabia.

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Contents

Strategic Direction

Key Facts

Summary 1 Aujan Industries Co Ltd: Key Facts

Summary 2 Aujan Industries Co Ltd: Operational Indicators

Competitive Positioning

Summary 3 Aujan Industries Co Ltd: Competitive Position 2016

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