

Batchelors Ltd in Packaged Food (Ireland)

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Abstracts

Batchelors Ltd is one Irish packaged food company which benefited from the economic recession due to its reputation for offering products which combine high quality with value for money. The company has attempted to leverage upon its leading position in canned/preserved food through increased levels of advertising and promotional activity. The company maintains a strong relationship with Ireland's leading retailers, offering extensive category management tools in order to maximise the potential...

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Contents

Strategic Direction

Key Facts

Summary 1 Batchelors Ltd: Key Facts

Company Background

Competitive Positioning

Summary 2 Batchelors Ltd: Competitive Position 2013

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