

Batterjee Foodstuffs Factory in Packaged Food (Saudi Arabia)

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Abstracts

Batterjee is expected to continue to target lower-income consumers by competing in terms of low prices and expanding its presence in relevant distribution channels, as well as focusing on exports to other Middle Eastern countries to expand its business.

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Contents

Strategic Direction

Key Facts

Summary 1 Batterjee Foodstuffs Factory: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Batterjee Foodstuffs Factory: Competitive Position 2014



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