

## Bonjour 1986 Ltd in Packaged Food (Israel)

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### Abstracts

The company's main goal is to reduce its dependability on retailers as an on-the-premises bakery goods provider. One possible action is to launch boutique bakery chains which gained popularity in the review period. Other growth directions are through continuing developments of new products answering health or indulgence trends. The company will continue to look for synergies that can help its sales, for example, co-operation with boutique dips/sauces manufacturers that can be offered within the...

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