

Bourchanin & Cie SA in Soft Drinks (Morocco)

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Abstracts

Bourchanin & Cie is eager to maintain its lead in concentrates, although its overall focus will remain on alcoholic drinks. The company proved unsuccessful in terms of innovation in liquid concentrates during the review period, and is thus unlikely to invest in new product developments or marketing for Sirop Sport during the forecast period. Despite this, due to its strength in liquid concentrates it is likely to remain the leader.

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