

Britvic Ireland Ltd in Soft Drinks (Ireland)

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Abstracts

Britvic Ireland is expected to continue to grow through the renewal of its licence to distribute PepsiCo brands in the future. It is also expected to emphasise its own brands through marketing and the development of new products to attract additional consumers.

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Contents

Strategic Direction

Key Facts

Summary 1 Britvic Ireland Ltd: Key Facts

Competitive Positioning

Summary 2 Britvic Ireland Ltd: Competitive Position 2015

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