

Camal Ltd in Packaged Food (Azerbaijan)

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Date: March 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C0DA721BB19EN

Abstracts

Camal's main strategy is to concentrate on improving its production capacity through improved technology. The company's main category is ice cream, and despite fierce competition, its strong brand reputation, relatively lower prices and investment in the development of new products are expected to enable it to further maintain its position in the packaged food market. Over the forecast period Camal is likely to increase its investment in the development of more sophisticated products and engage...

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