

Caroli Foods Group SRL in Packaged Food (Romania)

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Abstracts

The main objective of Caroli Food Group is to gain in market share as its total production capacity was doubled by the Campofrio factory from Tulcea. In 2013, the reduction of available brands pointed out that Caroli Food Group was in process of developing a more efficient market strategy. Moreover, in 2014, the company launched a new communication campaign celebrating 20 years since its creation by promoting a healthy lifestyle and by reinforcing customers' trust in chilled processed food.

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Contents

Strategic Direction

Key Facts

Summary 1 Caroli Foods Group Srl: Key Facts

Summary 2 Caroli Foods Group Srl: Operational Indicators

Company Background

Production

Summary 3 Caroli Foods Group Srl: Production Statistics 2014

Competitive Positioning

Summary 4 Caroli Foods Group Srl: Competitive Position 2014

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