

C&C (Ireland) Ltd in Health and Wellness (Ireland)

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Abstracts

C&C (Ireland) Ltd is expected to focus on growing its recently acquired brands, including iconic products Club and Finches. It is anticipated that the company will aggressively increase marketing activities for these brands to increase their overall value share. The company strategic plan in the medium term is to consolidate recovery in its core markets through innovation and investment in its premium brands and to support its brands through the development of strategic alliances where...

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