

Ceres Fruit Juices (Pty) Ltd in Soft Drinks (South Africa)

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Abstracts

Ceres aims to consolidate its position in soft drinks in South Africa through consistent innovation in terms of flavour and new product launches in juice. The company focuses on offering naturally healthy products in a market in which consumer needs are constantly changing.

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Contents

Strategic Direction

Key Facts

Summary 1 Ceres Fruit Juices (Pty) Ltd: Key Facts

Summary 2 Ceres Fruit Juices (Pty) Ltd: Operational Indicators

Competitive Positioning

Summary 3 Ceres Fruit Juices (Pty) Ltd: Competitive Position 2015



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