

Cía Cervecera Boliviana SA in Alcoholic Drinks (Bolivia)

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Abstracts

Cía Cervecera Boliviana (CCB) is one of the newest breweries in Bolivia. The strategy planned for the company is to supply top-quality beer produced entirely with malt cereal. In the short term, CBB intends to account for 4% of beer volumes; to achieve this goal it will focus its efforts on innovation, developing new categories, such as flavoured and light beers, and continued investment in packaging innovation.

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Contents

Strategic Direction

Key Facts

Summary 1 Cía Cervecera Boliviana SA: Key Facts

Summary 2 Cía Cervecera Boliviana SA: Operational Indicators

Company Background

Production

Summary 3 Cía Cervecera Boliviana SA: Production Statistics 2012

Competitive Positioning

Summary 4 Cía Cervecera Bolivia: Competitive Position 2012

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