

Cie Méditerranéenne des Cafés SA in Health and Wellness (France)

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Abstracts

CIE Méditerranéenne des Cafés SA aims to regain its leadership position within the organic fresh coffee category. To achieve this goal, this player is expected to extend its range of products, as well as to make some investments in advertising and promotion. Over the forecast period, Cie Méditerranéenne des Cafés SA will probably expand its own coffee shop network in order to boost sales.

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Contents

Strategic Direction

Key Facts

Summary 1 CIE Méditerranéenne des Cafés SA: Key Facts

Summary 2 CIE Méditerranéenne des Cafés SA: Operational Indicators

Company Background

Competitive Positioning

Summary 3 CIE Méditerranéenne des Cafés SA: Competitive Position 2014

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