

Cloetta Suomi Oy in Packaged Food (Finland)

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Abstracts

Cloetta Finland Oy is the daughter company of Cloetta AB and second biggest confectionery company in Finland in 2013. The company's goal is to keep its strong foothold in the market as well as increase its profit margin on its products. While in previous years the company has clearly stated its goal of becoming a leader in sugar confectionery, it revised this goal during 2013. The company now strives toward the overall strategic goals of its parent company: To grow at least at the pace of the...

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