

Cloetta Sverige AB in Packaged Food (Sweden)

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Abstracts

The company defines its stated strategic goals in terms of margin expansion, volume growth, cost efficiencies and employee development. Margin expansion and volume growth will see the company seek growth through acquisition that allows Cloetta to expand into new packaged food categories. An example of this is the acquisition of Nutisal in January 2014. Cloetta claims Nutisal is the leader in dry roasted nuts on the Swedish market.

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Contents

Strategic Direction

Key Facts

Summary 1 Cloetta Sverige AB: Key Facts

Summary 2 Cloetta Sverige AB: Operational Indicators

Company Background

Production

Summary 3 Cloetta Sverige AB: Production Statistics 2014

Competitive Positioning

Summary 4 Cloetta Sverige AB: Competitive Position 2014

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