

Cooperativa de Productos de Leche Dos Pinos, RL in Soft Drinks (Costa Rica)

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Abstracts

Cooperativa de Productos de Leche Dos Pinos is expected to continue taking advantage of its vertically integrated cooperative business model, making use of strong brand awareness and distribution to continue introducing brand extensions. The company aims to remain the main dairy manufacturer in the region and to further leverage development as one of the main soft drinks competitors in Costa Rica. In addition, the company will continue to invest in segmentation and constant product innovation in...

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