

Cooperativa Vinícola Aurora Ltda in Alcoholic Drinks (Brazil)

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Abstracts

Cooperativa Vinicola Aurora remains the leader in wine in Brazil. To maintain its leading position, the company's strategy is focused on producing high-quality products, for domestic consumption and export to Europe and North America. The player has also invested in internet retailing to amplify its volume sales across the country.

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Contents

Strategic Direction

Key Facts

Summary 1 Cooperativa Vin?cola Aurora Ltda: Key Facts

Company Background

Production

Summary 2 Cooperativa Vin?cola Aurora Ltda: Production Statistics 2012

Competitive Positioning

Summary 3 Cooperativa Vin?cola Aurora Ltda: Competitive Position 2012

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