

Cric SA in Consumer Foodservice (Peru)

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Abstracts

The strategic direction of the company has been to offer healthy products in a ready to go format. The company is eager to replicate its concept across the country but is initially focusing on expanding through company owned stores in order to create brand awareness and will later look to expand through franchises.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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