

Dairybelle (Pty) Ltd in Packaged Food (South Africa)

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Abstracts

Dairybelle (Pty) Ltd has chosen to focus on its core product range of juice, fromage frais and quark, where it is present mainly with cottage cheese, and cheese and it has risen to become one of the leading players within these categories. The company competes with dairy giants Clover SA and Parmalat SA, which remain the leading players in dairy South Africa. In order to maximise its profits, Dairybelle has chosen to focus on its core product range and this has led it becoming a leader player...

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