

# Danone Productie si Distributie de Produse Alimentare (PDPA) SRL in Packaged Food (Romania)

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## Abstracts

Danone-Productie si Distributie de Produse Alimentare (PDPA)'s main strategy in Romania consists of attracting consumers with affordable prices, promotions and new product launches. Approximately 90% of the Danone brands sold in Romania are manufactured locally in a modern facility. The company's local production can be considered as providing a guarantee that Romanian demand for traditional products and Romanian taste preferences are met through successful brands and a wide range of products...

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