

De-United Foods Industries in Packaged Food (Nigeria)

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Date: January 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: D37A0242AF0EN

Abstracts

De-United Foods Industries's immediate focus is maintaining its dominant leadership of the fiercely competitive noodles market, through making available a wide variety of products under the famous Indomie brand and maintaining large production capacity. It is also expanding beyond Indomie with the Power brand name, utilising its distribution know-how to expand sales into the strong pasta and vegetable and seed oil categories.

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