

Dias & Nogueira Lda in Tissue and Hygiene (Portugal)

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Abstracts

Dias & Nogueira is a small national company only offering high-quality paper napkins. The company is expected to concentrate on niche categories in order to limit the number of competitors in the overall paper napkins category. The low penetration of such products remains an obstacle and so the company is seeking to improve its distribution network to also include smaller modern grocery retailers.

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Contents

Strategic Direction

Key Facts

Summary 1 Dias & Nogueira Lda: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Dias & Nogueira Lda: Competitive Position 2013

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