

Douwe Egberts France SA in Hot Drinks (France)

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Abstracts

Douwe Egberts France SA aims to strengthen its position in France and maintain the same level of growth as previous years. In order to achieve this goal, the company is expected to invest further in its L'Or Espresso brand. To boost its sales, Douwe Egberts will continue to expand its L'Or Espresso range but also invest more in advertising. At the same time, the company is expected to continue to use promotional prices to encourage consumers to purchase its products. In terms of price and...

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