

East African Breweries Ltd in Alcoholic Drinks (Kenya)

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Abstracts

East African Breweries seeks to position itself as the leading alcoholic drinks manufacturer in Kenya and the East Africa region by widening its product portfolio to cater to price-sensitive consumers and develop its distribution network by partnering with local retailers and distributors in low-income residential areas.

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Contents

Strategic Direction

Key Facts

Summary 1 East African Breweries Ltd: Key Facts

Summary 2 East African Breweries Ltd: Operational Indicators

Competitive Positioning

Summary 3 East African Breweries Ltd: Competitive Position 2016

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