

Empresa Nacional Lácteos Los Andes (Enlandes) in Packaged Food (Venezuela)

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Abstracts

Empresa Nacional Lácteos Los Andes (Enlandes), a state-owned company, aims to maintain an important retail value share in dairy and soft drinks. It will continue to provide the brands created before it was nationalised in 2008, but it will apply social criteria over profitability, in order to guarantee the stable availability of its products. Innovation will remain a low priority for this company, given that it will continue to focus on attending to the base of the pyramid, covering the...

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