

# Empresa Nacional Lácteos Los Andes (Enlandes) in Soft Drinks (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 soft drinks. It will continue to provide the brands created before it was nationalised in 2008, but it will incorporate social criteria in its strategy, in order to guarantee the stable availability of its products. Enlandes will continue to focus on offering the lowest prices in soft drinks, in order to benefit low-income consumer groups. Innovation is not expected to be amo...

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