

Fazer Makeiset Oy in Hot Drinks (Finland)

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Abstracts

In the forecast period, Fazer Makeiset Oy will continue to invest in the high quality of its products and instead of competing on price, the company will offer hot drinks products which are trusted, enjoy a premium quality status and are well-known to Finns. To remain profitable, the company will focus on improving effectiveness as well as investing in innovative product developments that ensure added value for consumers. Fazer Makeiset Oy offers one of the most popular chocolate-based...

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