

Garudafood Group in Health and Wellness (Indonesia)

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Date: September 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: GA67AB1FB8AEN

Abstracts

Over the forecast period, Garudafood will attempt to strengthen its position in the Indonesian health and wellness packaged food market by developing new products, while also working to improve distribution and promotion of its established ranges. The company is likely to be especially proactive when it comes to investing in promotional activities that communicate the health benefits of its NH nuts products to consumers.

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