

Garudafood Group in Packaged Food (Indonesia)

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Date: November 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: GC852BD60B1EN

Abstracts

Garudafood Group continues to increase its penetration in packaged food and beverages with new product launches and aggressive marketing campaigns through above-the-line channels. Under its current 5-year plan, as of 2016, the company aims to be the one of the leading players in packaged food and beverages in Indonesia. Garudafood Group is engaged in strengthening its business operations from supply to distribution. On the supply side, the company collaborates with farmers to increase their...

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Contents

Strategic Direction

Key Facts

Summary 1 Garudafood Group: Key Facts

Summary 2 Garudafood Group: Operational Indicators

Competitive Positioning

Summary 3 Garudafood Group: Competitive Position 2016

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