

Ginebra San Miguel Inc in Health and Wellness (Philippines)

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Abstracts

Ginebra San Miguel Inc's venture into powder concentrates through its Magnolia Fruit Drink brand in 2013 signifies its desire to strengthen its position in HW beverages. It is expected that the company will try to take share from smaller players in powder concentrates by making its products more affordable. In the forecast period, the company will remain focused on growing its share by expanding its market base. Faced with competition from leading brands, it will create its own segment of...

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Contents

Strategic Direction

Key Facts

Summary 1 Ginebra San Miguel Inc: Key Facts

Summary 2 Ginebra San Miguel Inc: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Ginebra San Miguel Inc: Competitive Position 2013

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