

Giomar SA in Retailing (Uruguay)

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Abstracts

Giomar SA, better known by its main brand Agua Cascada, is one of the youngest companies in the soft drinks market. It is currently in the process of expanding its plant and adding new products to its portfolio, such as flavoured mineral bottled water options. Like some of its competitors, such as Gofin SA and Gasala SA, the company continues to rely solely on a direct selling model, using distributors to deliver water to consumers.

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Contents

Strategic Direction

Company Background

Digital Strategy

Competitive Positioning

Summary 1 Giomar SA: Competitive Position 2015

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