

Golestan Co in Hot Drinks (Iran)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: GC59608EBA7EN

Abstracts

Golestan Co aims to strengthen its position as the leader in tea despite the strong competition it faces through product innovations, advertising campaigns and distribution improvement. Emerging categories such as tea bags and green tea are important for the company while it will try to diversify its range in loose packaged tea to meet the needs of consumers at all income levels. Packaged rice and packaged nuts are other key categories for the company while it will try to increase its current sm...

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Contents

Strategic Direction

Key Facts

Summary 1 Golestan Co: Key Facts

Competitive Positioning

Summary 2 Golestan Co: Competitive Position 2016

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