

Goodricke Group Ltd in Hot Drinks (India)

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Abstracts

Goodricke Group is expected to further increase its consumer foodservice presence in the forecast period. The company is likely to use Goodricke Tea Pot outlets as a means of boosting brand awareness and offering more consumers access to its full range. The company will also shift its focus towards branded tea in the forecast period, although unpackaged tea is likely to continue to account for a large share of its sales. The company will also increasingly focus on higher-margin packaged tea, inc...

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Contents

Strategic Direction

Key Facts

Summary 1 Goodricke Group Ltd: Key Facts

Summary 2 Goodricke Group Ltd: Operational Indicators

Competitive Positioning

Summary 3 Goodricke Group Ltd: Competitive Position 2016

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