

Grupo Nutresa SA in Hot Drinks (Colombia)

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Date: March 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: G07F4EFF12DEN

Abstracts

Grupo Nutresa SA is one of the main holding companies in Colombia, involved in many mass consumption products such as coffee, chocolate, sausages and other packaged food types. Colcafé and Compañía Nacional de Chocolates are active in coffee and other hot drinks, respectively. In 2010, the group created Comercial Nutresa SA (formerly Cordialsa) to strengthen its distribution network. One of the main company strategy's is to grow its institutional sales and foodservice operations, meaning that...

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Contents

Strategic Direction

Key Facts

Summary 1 Grupo Nutresa SA: Key Facts

Summary 2 Grupo Nutresa SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Grupo Nutresa SA: Competitive Position 2013

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