

## Grupo Zapata in Packaging Industry (Mexico)

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### Abstracts

Grupo Zapata's long-term strategy is based on providing packaging solutions that will help its customers to grow their businesses. The group's vision is to become a sales leader both in Mexico and overseas, using the best technology to produce under the best cost-quality ratio. Another of its main goals is that all of its staff absorb and reflect a full customer service attitude in order to develop client relationships. To do so, the company is concerned about improving the life quality...

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