

Grupo Zapata SA de CV 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 latest 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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