

Herdez SAB de CV, Grupo in Packaged Food (Mexico)

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Abstracts

Herdez aims to offer high-quality and affordable food and beverages that are tailored to modern Mexican consumers' needs. New product development is expected to focus on products that offer added value due to being both nutritious and convenient. The company will continue to invest heavily in advertising to support strong consumer awareness. The company is also likely to branch out further into ice cream street stalls/kiosks. May 2017 saw the company launch Nestlé street stalls/kiosks, initially...

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Contents

Strategic Direction

Key Facts

Summary 1 Herdez SAB de CV, Grupo: Key Facts

Summary 2 Herdez SAB de CV, Grupo: Operational Indicators

Competitive Positioning

Summary 3 Herdez SAB de CV, Grupo: Competitive Position 2017

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