

Hijos de Rivera SA in Alcoholic Drinks (Spain)

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Abstracts

Hijos de Rivera's strategy for growth over the short term covers several fronts, including national expansion through the widening of its distribution network, the diversification of its production through the incorporation of new water springs, the development of new product ranges, the distribution of other brands and international expansion, with export sales already accounting for some 10% of the company's total business.

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Contents

Strategic Direction

Key Facts

Summary 1 Hijos de Rivera SA: Key Facts

Summary 2 Hijos de Rivera SA: Operational Indicators

Competitive Positioning

Summary 3 Hijos de Rivera SA: Competitive Position 2016

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