

Industria Licorera de Caldas in Alcoholic Drinks (Colombia)

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Date: August 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: IEF38FEAAA6EN

Abstracts

Industria Licorera de Caldas continued to rank third within spirits in Colombia. The company focuses on marketing activities to reposition its portfolio, creating consumption habits and growth in participation in aguardiente and rum, not only in Colombia but crossing borders. In order to be competitive, they are working on modernising the company, reducing costs, lowering stocks and improving customer service.

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