

Jutrzenka Colian Sp zoo in Packaged Food (Poland)

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Date: February 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: JC961A3E9E5EN

Abstracts

Jutrzenka Colian pursues a strategy of strengthening the position of its branded products, primarily in chocolate confectionery and biscuits. The company is focused on giving marketing support to brands such as Goplana, Familijne and Jezyki through regular mass media advertising and rolling out innovative products. The company also aims to strengthen its position in the packaged food market, amongst others through the acquisition of biscuits and confectionery manufacturer Solidarnosc in 2013.

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