

# Kazansky Zhirovoy Kombinat OAO in Packaged Food (Russia)

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## Abstracts

Kazanskiy Zhirovoy Kombinat plans to increase its share in the Russian market by launching new products, entering new categories, and increasing its sales in foodservice. The company is now planning geographic expansion into all the regions of Russia. Kazanskiy Zhirovoy Kombinat has modern production facilities, a well-developed distribution system and sufficient financial resources to increase its market share considerably over the forecast period. The company plans to obtain a leading...

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