

Kraft Foods Brasil Ltda in Packaged Food (Brazil)

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Abstracts

Kraft Foods Brasil continues to focus on innovation in order to attract the attention and loyalty of consumers. The company uses promotions and marketing actions to promote its brands, including advertising through television, social media and printed media. It also uses co-branding to expand its businesses. Under Mondelez International, the company focuses on indulgent portfolios such as its Halls, Trident, Oreo and Belvita brands, as it looks to offer value-added products to consumers.

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Contents

Strategic Direction

Key Facts

Summary 1 Kraft Foods Brasil: Key Facts

Competitive Positioning

Summary 2 Kraft Foods Brasil Ltda: Competitive Position 2015

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