

La Dominicana Industrial C por A in Packaged Food (Dominican Republic)

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Abstracts

Over the forecast period, La Dominicana Industrial will need to compete more aggressively within pasta and noodles in order to retain its value share. Its principal competitor, Molinos del Ozama, continues to invest heavily in marketing support and offers attractive price promotions. Indeed, it launched a premium pasta offering (Lucciola) over the review period that is showing promise among consumers. La Dominicana Industrial must match these efforts and should also focus on expanding distributi...

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