

La Martiniquaise SVS in Alcoholic Drinks (France)

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Abstracts

La Martiniquaise should achieve the remarkable feat of both following a low-cost strategy and further increasing the brand equity of its brands. First, the low-cost strategy is aimed at maintaining sales volumes in a challenging economic environment. This trend is anticipated to be particularly visible in off-trade. Then the company is also expected to still improve the reputation of its brands with more advertising – it has already spent several million euros for Poliakov, Label 5 and Sir...

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