

Lactogal - Produtos Alimentares, SA in Packaged Food (Portugal)

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Date: January 2018

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: L47FD54591FEN

Abstracts

After losing the leading position in packaged food to Unilever Jeronimo Martins, Lactogal Produtos Alimentares SA is set to focus its business strategy on regaining the lead. Marketing is likely to play a crucial role and to differentiate itself the company is expected to invest in research and development to create innovative and appealing products to attract consumers' curiosity and demand. Internationalisation is also forecast to be an important entrepreneurial strategy for Lactogal. Partners...

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