

Lorado Ukraine TOV in Packaged Food (Ukraine)

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Abstracts

Lorado Ukraine offers the Lorado brand on the Ukrainian market. Lorado Ukraine is a company which constantly delivers new products on the Ukrainian market in canned/preserved fruit and vegetables. In the near future it is planning to become a leader in this area on the Ukrainian market. Lorado Ukraine prefers to maintain the quality of its products. Therefore, it plans to stay in the mid-priced segment, and not fall into the economy segment, like most of the companies in canned/preserved food.

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