

Made (Aust) Pty Ltd in Health and Wellness (Australia)

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Abstracts

Made (Aust) Pty Ltd is currently focused on new product innovation and marketing, in order to deliver growth. The company builds its portfolio on brands that deliver fresh, real, natural or organic ingredients and steers away from the use of artificial substitutes and preservatives. Made launched Australia's first enhanced water beverage, Nutrient Water in 2005 and currently has five beverage brands in its portfolio. In 2012, Made launched SOHO, a premium range of organic drinks that includes...

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Contents

Strategic Direction

Key Facts

Summary 1 Made (Aust) Pty Ltd: Key Facts

Company Background

Competitive Positioning

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