

Mako KM in Packaged Food (Azerbaijan)

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Date: December 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M0A873B4B5FEN

Abstracts

Over the forecast period Mako KM is set to face intensifying competition from other bread operators in Azerbaijan. It is expected that Mako KM will look to compete more effectively by increasing its range of value-added breads as well as by increasing its value share in the other niches of bread, such as bread substitutes.

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