

Margacam Cameroun in Packaged Food (Cameroon)

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Abstracts

Until recently, Margacam was known almost exclusively for its flagship brand Royal Crown. Following a rapid increase in the sales value of packaged food, and increasing interest from consumers in yoghurt and chocolate spreads, Margacam has diversified the range of its manufacturing activities. During the review period, the company launched a brand of bottled water, also named Royal Crown but is still far from establishing a significant shares in that category. Its strategy is to produce...

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