

Mills DA in Packaged Food (Norway)

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Abstracts

In 2013 Mills is set to increase sales through organic growth, particularly through innovation in health and wellness-related products. The company expects to see a return in the short term on the investment it made in marketing and new product development in 2013. According to Agra Industrier's Managing Director Knut Heje, the company plans to make acquisitions to supplement organic growth over the forecast period. The acquisitions are likely to help the company diversify quickly into higher...

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