

Minerva SA in Packaged Food (Greece)

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Abstracts

Being the second biggest player in oils and fats, Minerva SA strongly competes with Elais Unilever. Over the forecast period, the company is set to focus on its prominent brand Horio and highlight its domestic and rustic credentials in order to gain share over its multinational rival, Unilever.

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Contents

Strategic Direction

Key Facts

Summary 1 Minerva SA: Key Facts

Summary 2 Minerva SA: Operational Indicators

Company Background

Production

Summary 3 Minerva SA: Production Statistics 2013

Competitive Positioning

Summary 4 Minerva SA: Competitive Position 2013



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