

Mondelez Österreich GmbH in Packaged Food (Austria)

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Abstracts

In order to continue to focus on combining tradition and product innovation, Mondelez Österreich is expected to continue improving the quality of its brands which are over a century old, such as Milka and Bendsorp. The company is also anticipated to continue investing in research into and the development of new products with innovative features and added benefits in packaged food. With this, as well as its strong focus on advertising activity, Mondelez Österreich is expected to further...

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Contents

Strategic Direction

Key Facts

Summary 1 Mondelez Österreich GmbH: Key Facts

Summary 2 Mondelez Österreich GmbH: Operational Indicators

Competitive Positioning

Summary 3 Mondelez Österreich GmbH: Competitive Position 2016

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