

Munn? Srl in Hot Drinks (Dominican Republic)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M6831B88406EN

Abstracts

Munn? SRL is seeking to expand internationally, while consolidating its position in existing markets. The company's traditional chocolate products enabled it to consolidate its position locally within chocolate-based flavoured powder drinks. Munn? hot chocolate is positioned locally as a traditional brand. The producer is likely to focus on opening up new international markets over the forecast period, rather than expanding sales in the Dominican Republic.

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