

Munne & Co in Hot Drinks (Dominican Republic)

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Abstracts

Munne & Co is seeking to expand internationally, while consolidating its position in existing international markets. The company's traditional chocolate products have enabled it to consolidate its position locally within chocolate-based flavoured powder drinks. Munne 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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