

Musgrave Group Plc in Packaged Food (Ireland)

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Abstracts

Musgrave Ltd enjoyed strong development towards the end of the review period with the rebranding and amalgamation of the Superquinn brand under the Supervalu chain in 2014. The company is expected to continue to go head-to-head with the Ireland's leading international supermarkets in order to expand its sales across Ireland. With regards to its distribution strategy, the company is set to continue improving its logistics technology in order to make ordering simpler and easier for its retailers.

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