

Nestlé Iran PJS Co in Hot Drinks (Iran)

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Abstracts

Nestlé Iran PJS Co aims to become the undisputed leader in instant coffee in Iran through recording volume sales growth of 40% to 50% annually. The main strategic focus of the company is its 3-in-1 instant coffee, while it also wants to remain the main supplier of pure soluble coffee using the strength of its Nescafé Gold and Red Mug brands. Nestlé Iran PJS Co uses its established dominance in other categories like baby food to invest and become established in newer categories like instant...

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