

Nestlé Romania SRL in Packaged Food (Romania)

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Abstracts

Nestlé Romania has succeeded in retaining one of the leading positions in packaged food in Romania and its main objective is to maintain this position. Nestlé Romania will continue focusing on providing a good price/quality ratio for its products as investments will continue to strengthen its communications strategy and the development of its products. The main advantage for Nestlé Romania is the excellent appreciation of consumers for its products. As quality is regarded as an important factor...

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