

Office du Commerce de la Tunisie (OCT) in Hot Drinks (Tunisia)

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Date: February 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: OD5A97080D1EN

Abstracts

Office du Commerce de la Tunisie (OCT) will continue to see its strategic direction shaped by the Tunisian government in the forecast period. The company is expected to continue to focus on offering good-quality products at affordable prices and is unlikely to invest strongly in new product development or marketing. It will remain a leading player in hot drinks, thanks to government support and its low prices and wide distribution. It is however likely to continue to lose share in overall hot dr...

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